PRINTERS' INK

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NEW YORK, OCTOBER 2, 1919

10c A COPY



Advertising at the Right Time

IF ever an advertising campaign was launched at the psychological moment it was that of the Onondaga Pottery Co., Syracuse, N. Y., manufacturers of Syracuse China.

In homes throughout the country were incomplete sets of French, English, Bavarian and other foreign made dinnerware. Practically no china had been available for filling in these sets since 1914. Naturally the owners were in a receptive mood toward Made-in-America ware, and the advertising of Onondaga Pottery Co. drove home the advantages of Syracuse China.

The timeliness and efficacy of the advertising is evidenced in the increased business our client is enjoying, particularly on the patterns featured.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

ROSTON

CLEVELAND

CHICAGO

Brute Force vs. Skill in Advertising

Anyone can buy pages in the newspapers or great magazines and splash in an advertising display on the theory that the more noise you make the more attention you attract.

But even Barnum recognized that din without an idea brought few sheckles to the box office. Today, more than ever, the great public response is to advertising that suggests something of real interest, that conveys information, arouses the subconscious need and creates desire—advertising with an "Interrupting Idea."

With such an idea rightly presented, skill takes the place of brute force and the profit of your advertising investment is multiplied many fold.

Put it up to men who know your market



Consultation without charge or obligation

FEDERAL

ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

30 North Michigan Ave., Chicago, Ill.

PRINTERS' INK

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VOL. CIX

NEW YORK, OCTOBER 2, 1919

Advertising Moves a "Job Lot" of Goods, Turned Back by the Navy

Mailing Campaign, Where Quick Action Was Vital, Oversells Supply of High-Priced Binoculars That Ordinarily Would Not Have Sold in Years

By Jack W. Speare

Advertising Manager, Todd Protectograph Company.

HERE is a recent incident bear-ing on a thing called "nor-

mal demand."

It illustrates that the condition referred to in certain industries as "normal demand" is apt to be nothing more than dormant de-mand. Dormant for the lack of public interest in the product and

There must be literally hundreds of other lines (I can think of a dozen, offhand) in which a vigorous application of direct methods might uncover a situation equally gratifying to the manufacturer who has been de-pending solely on his "trade" to interpret his product to the public.

Of course, the optical manufacturer who has figured in this story furnished me with an ideal opportunity to test out this normaldemand theory-an opportunity that would seldom occur under normal conditions-but the results are worth consideration under

any conditions.

So here is the story. In reading it, I suggest that, instead of "binoculars," you read electrical curling irons, or hand cameras, or piano players, or furs, or strained honey, or knitted vests, or any one of a thousand articles that people often get along without because they are not forced upon their

This happened last winter, when

war contracts were falling swiftly under the executioner's knife. A manufacturer of optical lenses found himself in a position where the "normal-demand" theory of his particular industry indicated that he ought to "scrap" several thousand dollars' worth of materials left over from a war con-

Let us state the several factors in his problem, and see how he

solved it.

First. Our lens manufacturer had entirely discontinued his lens business during the war, in order to comply with the Government's urgent demand for binoculars, which were solely needed by

the army and navy.

Second. The "pormal demand" for binoculars selling at \$50 or more has usually been estimated by the optical trade at not over 1,000 pairs annually. The entire output is handled by the high-class optical shops in the larger cities, and the usual retail price for a glass equal in power and quality to these Government binoculars was formerly around \$65 or \$70.

The Government in our manufacturer's Third. cancelling contract for binoculars, left him with several thousand instruments in process of assembly. By way of "indemnity," a sum represent-ing a fraction of the actual cost

of these parts was paid.

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Fourth. And this was the deciding factor, the visible supply of field glasses, in dealers' stocks and in the hands of private owners, was considerably below normal. This was due to the patriotism of thousands of individuals in responding to the navy's call for the loan of field glasses of all kinds for use in the submarine patrol, on transports, etc. Several thousand instruments were lent to the navy on this appeal. Most of them had been returned to their owners at the time this manufacturer's contract was canceled; but a considerable number, of course, had been lost or destroyed.

So, the problem appeared to be a choice between "scrapping" several thousand dollars' worth of unfinished instruments on the one hand; or of spending several thousand additional dollars to complete the assembling and testing, representing a cost several times that of the materials in hand—on the chance of finding a

market.

Various selling plans were considered. It must be remembered that quick action was necessary. For this reason many excellent sales and advertising plans that would normally be used had to be set aside. One was to employ agents at a liberal commission to go from office to office vending the instruments at, say, \$40 each. Another was to conduct a mail-order campaign in sportsmen's publications. It happened at this stage that I was called in to offer a possible solution. Eventually, I was handed the job of "sales managing" the proposition as a side line to my regular job at the Protectograph works.

After making a casual survey of the binocular situation, we decided, first, to be "ethical" if possible, and to give the established trade a chance to get in on the ground floor and make a cleanup. Then, if the trade did not rise to the opportunity, to pass it by and go directly to the public, merely protecting the retailers to the extent of a reasonable advance over the trade price.

One thing to be considered in

making the offer to the trade was the tendency of optical dealers to buy in very small lots—often as small as "one-twelfth dozen." This is especially true in the case of high-priced instruments such has these binoculars. It is a fact that some dealers will mark up such goods at a figure based on turning stock only once in ten years, if necessary, and still making a profit.

MUST CHANGE DEALERS' HABITS

So, a letter was mailed to the larger optical stores and jobbers throughout the country. This letter enciosed a picture of the instrument, and was very brief, giving specifications, and saying in effect, "If you want to buy not less than half-dozen high-grade binoculars at less than regular manufacturing cost, send your order by return mail and arrange to discount the bill in ten days."

Responding to this offer, practically all of the well-rated dealers came back with orders for enough instruments to take care of what they considered their "normal demand" for a year or two. Then another letter was mailed, calling attention to the peculiar opportunity, and urging them to wade in and clean up.

The average dealer, however, refused to think except in terms of his normal demand. He paid for the instruments, put them up on the shelf, and placidly prepared to wait for the public to walk in and take them off his

hands.

A few of the more progressive concerns, like Marshall Field, rose to the occasion and ordered lots of a hundred instruments, planning to give their customers the benefit of a special price. These concerns were the notable exceptions, however. So, after supplying the retail and jobbing trade with all the stock it would absorb, there remained about 3,000 instruments.

Now, it was quite plain to me that this normal demand of 1,000 high-power field glasses per annum did not mean anything at all except that the general public had



Copyright Underwood and Underwood

Pershing's return. The last of the men are now back. Their opinions are the opinions of Americans everywhere.

What 20,000 men in service thought of "Religion"

DURING the war a certain nine chaplains, of nine different denominations, kept a record of the talks they had with over 20,000 men, concerning their personal religious problems.

Those 20,000 represented a perfect cross-section of America farmers, unskilled laborers, mechanics, millionaires.

One of the conclusions reached was startling. Almost every man was found to be inherently religious—not in a superstitious or orthodox way, but in the simple Christian spirit.

They did not believe in the Church as a strictly Sunday affair. They did believe in a religion of practical service to their fellow

Those 20,000, and the 4,800,000 others like them, have returned to normal life. What they believe is what Americans everywhere believe.

We are just coming to realize that Christianity has as vital a place in business, in education, in politics, and in government, as it has in the church.

The Christian Herald is the one national, interdenominational weekly that has built up a reputation for this sort of substantial Christianity. By discussing, from a sane Christian point of view, the big practical problems of the day, it has already won the confidence and respect of over 300,000 homes.

The Christian Herald

GRAHAM PATTERSON, Publisher
NEW YORK CITY

never had field glasses thrust upon it, dangled before its eyes, "educated" to the individual possession of a good binocular. Binoculars of the worth-while class had never been sufficiently advertised or merchandised.

A list was procured from a listing concern, comprising wealthy individuals, owners of ranches and country estates, sportsmen, horsemen, yachtsmen, globe-trotters, mountaineers, etc.

A four-page circular was printed, with a smashing two-color photographic illustration of the binocular and case, actual size. This circular was boldly headed "The Eyes of the Army and Navy." Inside was a brief description of the instrument; a drawing calculated to arouse the sporting instinct and create a desire to own a binocular of this quality; a few words suggesting its uses; an account of the warcontract cancellation, explaining why it was possible to offer a \$65 to \$90 binocular for about \$35, including war tax. It ended with a terse appeal to remit immediately with check or moneyorder, subject to two days' approval, and no orders accepted after the special lot was exhausted.

There was no letter. We were going to men and women of affairs, people of brief patience with advertisements, and of ample discrimination. So a little doubled sheet of handsome Japanese tissue was substituted for the letter, this sheet printed attractively in black and orange, with the heading, "A Special Offer," and giving the price and approval offer. That was all, except a small blotter as a reminder.

Oh, yes—the envelope. It was an "outsize" affair, No. 12, made of first-quality crinkly white bond paper, with a plain printed corner card. The size and fine quality of the envelope were undoubtedly a factor in the returns. It was so large that it stuck out of a man's mail, "like a sore thumb." The biggest and busiest man couldn't overlook it, or avoid a

feeling of curiosity to see what it contained. Evidently, it impressed even the private secretaries.

And the finishing touch was a rich, purple, three-cent stamp—this was in May, 1919—even though the contents were strictly third-class matter.

WHERE THE SALES CAME FROM

The results of this mailing removed whatever doubts that might have existed as to the possibility of reaching any man, no matter how important or secluded he may be, with "a mere circular." It seemed that the first mailings had barely reached their destination when the returns began to come in, nearly every one carrying a nice little check. Some of the biggest names in the social register and financial blue book appeared in the lower right-hand corner of these checks. As a collection of autographs alone, they were almost worth their face value. For example, in the first batch was the Governor of the Federal Reserve System for one of the large Eastern districts, the president of a famous piano manufacturing concern, a retired admiral, the head of a big map publishing house, a world-famous Arctic explorer, several well-known novelists, globe trotters and naturalists, the widow of an inventor whose name will always be a household word, and any number of imposing bank presidents, eminent attorneys, Cabinet members, Senators, executive heads of the country's great industrial enterprises, and others whose particular interest in binoculars it would be difficult to fathom.

The orders came so fast that the workmen who were assembling the instruments grew discontented and lagged in production until they were given an increased share of the profits in the form of a wage advance. Another mailing was made with a 10-percent advance in the special price to cover this increased assembling cost. Still the orders piled in. A Mexican general sent an



I'VE been to some dances all right, but the Harvest Festival we had at high school this year beat 'em all hollow, I'll say.

Had a sort of connection with the State Fair, or cattle show as Gramp calls it. "In celebration of the dignity of agriculture," said "Doc" Prentiss, in announcing it at chapel.

Everybody dressed up in overalls and denim and bandanas and the girls in calico, and we had shocked corn and pumpkins and red leaves for decorations. All the dances were old-fashioned square, some I'd never heard of before. There was one called "Hull's Victory" and believe me it had some swing and pep. Everybody caught on to it in a minute, till I thought the floor would cave in. Then we had sweet cider, doughnuts, apples and cheese and pie,

AMERICAN BOY

"The Biggest, Brightest, Best Magazine

and after it, what d'ye know? They hoisted Dad up on the platform and he made a speech and said the men's club had come across and bought a tractor for our big co-operative garden.

Maybe there wasn't some shouting, I'll say there was! I had to talk severely to Dad afterwards. It was the first I'd heard of it, outside of some talk in the spring. I never heard of the make, though Dad says he's seen it advertised somewhere. I never saw it in The American Boy. I suppose it's all right, though.

Billy Byer.

(Continued in Printers' Ink of October 18.)

BOYS like to be consulted when something important is to be acquired. It may be simply a pair of socks: it may be an electric light outfit, a gun, a bicycle, an automobile, or a tractor. Their voice swings considerable influence, because the family recognizes their habit of active investigation. They are partial to what they know most about. The advertisers in The American Boy are wisely telling more than 500,000 influential American boys all about their goods. They find it pays.

THE SPRAGUE PUBLISHING COMPANY, Detroit, Michigan

Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Bldg., Chicago



Trade-Paper Copy That

Early in 1919 auto-accessory jobbers everywhere were dissatisfied with their profits on tires.

Their selling costs were high because most tires lacked individuality. And many manufacturers either ignored the jobber entirely or else allowed only low discounts, not recognizing him as a real selling agent.

This was the *special trade condition* that was capitalized in planning the Spring campaign for Thermoid Tires.

Through the trade papers jobbers were shown how this situation was met by the Thermoid Tire—how this new tire offered two definite advantages:

- 1. Definite superiority and individuality based on a remarkable new process.
- 2. An opportunity for substantial profits due to sound discounts.





Helped Oversell a Factory

Color inserts were used to drive home these facts in the form of a real news story. The new process was made distinctive under the name Crolide Compound. Two tests proving the superiority of Thermoid Tires were forcefully presented.

The response to this campaign was immediate and far reaching. From 47 states enquiries, orders and telegrams poured in. Three months after the advertising commenced the factory was oversold.

In the planning and preparation of this trade-paper campaign the J. Walter Thompson Company had the privilege of working with the Thermoid Rubber Company. Close study and analysis of trade conditions and knowledge of how the dealer can best be influenced, are important factors in J. Walter Thompson Company's cooperation with clients.

J. WALTER THOMPSON COMPANY New York

Chicago · Boston · Detroit · Cincinnati

inquiry for a gross or two of the binoculars. (Evidently he aimed to equip his entire army, a binocular to each soldier.) One man sent his check to cover a dozen and a half instruments to be mailed as gifts to his friends. In explanation he remarked that it would do these friends good to get outdoors for a change, and maybe a powerful glass might pull them out of their easy chairs.

(Incidentally, I would wager that a healthy majority of all the persons who purchased these binoculars had never owned an instrument of the kind, or seriously considered purchasing such thing, until the matter was brought directly to their notice with this

direct advertising.)

Then the price was boosted another 10 per cent to cover still another advance in assembling cost. This reduced the proportion of returns slightly, but without reducing the net profit per instrument—and at this final price the remaining supply was cleaned out even before the last of the circulars had reached the addressees.

There was no follow up. Simcial Offer" sheet and blotter. Total cost per name, including the compilation of the list itself, was about 15 cents. Not a very elaborate or extensive "educational" campaign, but it sold the theoreti-cal year's "normal demand" nearly three times over in the space of

sixty days.

A big factor, naturally, was the volume of repeat orders. Circulars, in the guise of "Instruction Sheets," were packed with each instrument, and the recipient was urged to hand one of these sheets to any friend who might happen to admire the glass. Some of the original purchasers came back with checks for six or a dozen instruments to be forwarded to friends.

The supply of binoculars was exhausted all too soon, and a flock of checks had to be returned. We had enough names in reserve to sell ten or twelve thousand more instruments. I believe we could have piled up a total sale of binoculars that would have been staggering to the optical trade and its

established traditions.

As it is some of the large optical manufacturers are now putting out special binoculars made up from left-over war materials, and these are being displayed by dealers at prices around \$40. these manufacturers could afford to institute a nation-wide campaign of advertising and propa-ganda on the use of binoculars, there is no telling to what lengths they might multiply the old demand of 1,000 instruments per annum.

Great Britain Seeks Simplified Patent Laws

An amendment to the British patent laws which has been proposed seeks to simplify the machinery through which patent protection may be obtained in all of Great Britain. This fact should interest Americans who seek to obtain patents in any of the British dominions, colonies, dependencies, and protectorates.

The purposes aimed at under the proposed amendment are: Low costs in case of an application throughout the proposed Empire; reciprocity; no changes in existing laws of the Empire, and to make adhesion to the plan optional in

make adhesion to the page of t the British dominions, colonies, de-pendencies and protectorates as he may pendencies and protectorates as he may select, by making application to the British Patent Office, the fees payable being the sum of existing local government fees in the selected territories, plus auch small fee as may be charged by the British Patent Office to cover the expense of carrying out its part of the scheme. Therefore, the patent will be assimilated with the domestic patents of each of the selected territories for the determination of validity, infringement and all other questions affecting letters patent after grant."

M. D. Salisbury, Edison Battery Advertising Manager

M. D. Salisbury, who has been a member of the Advertising department of the Edison Storage Battery Co., Orange, N. J., during the last two and one-half years, has been made advertising manager of that organization.

R. D. Morse With Milwaukee Company

Ralph D. Morse has been made advertising manager of the Maxwell-Ray Company, Milwaukee, Wis.

Since the middle of September
The Outlook's subscription receipts have been double last year's receipts for the same period.

Outlook

381 Fourth Avenue, New York

122 S. Michigan Blvd, Chicago, Illinois TRAVERS D. CARMAN Advertising Manager 6 Beacon Street Boston, Mass,

E. T. Meredith Made President of A. A. C. of W.

Publisher of "Successful Farming" the Unanimous Choice at New Orleans

E DWIN T. MEREDITH was unanimously elected to the presidency of the Associated Advertising Clubs of the World. succeeding William C. D'Arcy, at the annual convention of the association on September 25. He is the publisher and owner of Successful Farming, Des Moines, Ia., and has been an adviser often

ROWIN T. MEREDITH

called upon when questions affecting the industrial welfare of the nation have come to the front.

The election to the presidency of the Associated Advertising Clubs of the World follows upon the heels of an appointment as a member of the committee created by President Wilson for the La-bor-Capital Conference to be held at Washington, D. C., on October 6.

He had an important role in our wartime industrial history; for he was sent to England by President Wilson, shortly after the entrance of the United States into the world war, as a member of an industrial commission which had been formed for the purpose of pointing out to industrial America the experiences of wartime in-

dustrial England.

His public activities have been numerous. A survey, touching here and there the more imporpublic activities includes: The directorship of the Federal Reserve Bank, Chicago District, which he resigned in order to become the Democratic candidate for Governor of Iowa in 1916; membership in the Board of Excess Profit Advisers by appointment of Secretary McAdoo in November, 1917; and directorship of the United States Chamber of Commerce.

To Represent "American Exporter"

R. J. Thomas, formerly connected with the foreign-trade department of the Pittsburgh Chamber of Commerce, has been appointed to represent the American Exporter, New York, in the Western Pennsylvania section. His headquarters will be at Pittsburgh.

W. B. Sharp With Advertising Specialties Company

W. B. Sharp, who has been sales promotion manager of the International Tailoring Company, Chicago, abeen made director of sales and advertising of the C. E. Erickson Company, manufacturer of advertising specialties, Des Moines, Iowa.

James K. P. Pine Is Dead

James Knox Polk Pine, president of the United Shirt & Collar Company, Troy, N. Y., died at Castleton, Vt., on September 16. Mr. Pine first en-gaged in business as a manufacturer of shirts and collars in 1860, and had become one of the leading manufac-turers in the country.

Collar Advertising Manager Resigns

Geo. L. Snyder has resigned as advertising manager of the C. W. Ferguson Collar Company, Troy, N. Y., to become associated with the Monitor Stove Company, Cincinnati.

A. A. C. of W. Convention Suggests Foundation for Industrial Harmony

Telegraphic Report of Significant Discussions-E. T. Meredith Elected President for Coming Year

"PRINTERS' INK" CONVENTION HEADQUARTERS, NEW ORLEANS,

September 25, 1919. "LET us find the middle ground between radical labor and ultra-conservative capital," was the keynote that dominated the various sessions of the New Orleans Convention of the Associated Advertising Clubs of the World. The principal task that the delegates set for themselves was to find some plane of understanding between labor and capital with the object of gaining intelligent cooperation between these two elements for the purpose of increasing production. Selling machinery everywhere to-day waits on production, and production cannot be increased while strikes, lockouts and industrial discordance occupy the centre of the stage.

The keynote of the gathering was sounded strongly in the address of Samuel Gompers, President of the American Federation of Labor. Mr. Gompers was unable to be present, but his paper was read by Dr. A. B. Dinwiddie, president of Tulane University. It was reproduced in full in last week's issue of PRINTERS' INK. The keynote was developed more thoroughly at the Tuesday session. when addresses were delivered by H. E. Cleland, of the McGraw-Hill Company; Ernest E. Bell, vice-president of the Hydraulic Pressed Steel Company; and Roy Dickinson, associate editor of PRINTERS' INK. These addresses, together with one delivered by Congressman Champ Clark, giving the consumer's point of view, laid the foundation for definite action on the part of the convention as

Representative Clark in taking

up the cudgels for the consumer said that if the ultimate buyers would organize they would form a group 110,000,000 strong and become the ruling power of this country. He said that, as usual, labor and capital are going about their business, while the consumer is the goat. There are between 3,000,000 and 4,000,000 members of organized labor in the United States, whereas there are over twenty-five times this many consumers. Unlike labor or capital, the consumers are not tightly bound into any organization for their own welfare. Mr. Clark thinks that profit-sharing will be reduced to a science and will be then the most valuable force in relieving the present industrial unrest. He declared that when a reasonable man understands that he is getting a fair portion of the earnings of the company for which he works he will be satisfied.

THE PRESIDENT'S MESSAGE

President William C. D'Arcy in his annual address delivered an optimistic note when he said:

"Whatever may have been our diffusion of mind at our Fourteenth Annual Convention at San Francisco last July, to-day as we are assembled for our Fifteenth Annual meeting, we can concentrate upon our newest trade op-portunity. Nothing in commercial history approximates it. Through period of restless waiting, through the long months of bloody participation in war, trade was carried on only by virtue of our spirit that recognized no handi-We turned our capital in spite of and in fact in contempt of difficulties and limitations. We

(Continued on page 17)

30 80

day of Sent of

-00 sheet

TARREN TARRENT

Collier'S

Collier's, The National Weekly



Coca-Cola and Collier's

More Coca-Cola advertising has appeared in Collier's than in any other general publication.

Collier's

J. E. WILLIAMS, Advertising Manager

Concentration US Diffusion In Chicago Advertising

THE sun's rays lighting it uniformly. THE sun's rays diffuse over the earth, Concentrate those rays and you start a fire.

Advertise in a newspaper that circulates over a large territory and you get scattered, lukewarm results.

Use a newspaper that concentrates an enormous circulation in a small territory and you strike sparks!

The Chicago Daily News serves a population of 2,544,229 people—and serves it so well that 77.7 per cent of those who speak English read it.

It is the kind of paper you can use to strike sparks. 94 per cent of its circulation is concentrated in Chicago and its suburbs.

The 7-out-of-9 Chicago families who read THE DAILY NEWS form probably the biggest single buying unit in the country—and they all buy from Chicago dealers.

If you advertise in a paper that diffuses over a large territory you waste effort on those who habitually buy where you may have no dealer.

The average daily net paid circulation of The Chicago Daily News during the period October 1, 1918-March 31, 1919 (the latest A. B. C. figures available), was 386,474. Of this 364,-445 was city and suburban circulation - 107,555 more than the week-day city and suburban circulation of the second paper, a morning paper.

Using The Daily News, it costs you less to concentrate on and win this great market than it does to fuss with enough smaller markets to make up the same

bulk.

To strike sparks in the great Chicago market, concentrate on the paper that concentrates on that

THE DAILY NEWS

First in Chicago

met and overcame every war-time handicap—we did what we had to do, to pay taxes and to live—and to conquer.

"Such achievements as ours were, are registered in victory. The glory of victory will never die.

"Now the question is: 'What is

ahead of us?"

"We are conscious to-day that the reconstruction period has its own perils. The transition from war to peace is a mightier complexity than was first conceded by those who assumed to know.

"The world conflict has taught us many things—not least of these the fact that, notwithstanding we are free, big, self-sustaining, forward-looking people, our very existence interposes the responsibilities of considering our neighbors far or near. We are no longer an

isolated nation.

"We must assimilate the differences in trade practice the world over—square them with ours—if we are to meet the present chance and build. Our national trade problems along with international trade regulations must be clarified and the workable fundamentals determined and followed. Accumulated evidence emphasizes our task, but equally does it prove that since November 11, 1918, we have made some wonderful recovery and our trade stride is almost bewildering.

"If our old war need inspired that significant song, 'Keep the Home Fires Burning,' the imperative demands of the present should inspire the man-power to speed up production to the tune of 'Turn a Wheel and Make a Dollar.'

"Make a dollar run and you will insure results. Make a man work and he will have money—let him sit idle and you will have strikes.

"Little do we disciples of Advertising appreciate the wonders of our calling! One is truly at a loss to know where to begin or where to stop in an attempt to recite a few incidents that typify the power of advertising—the wonders that have been wrought in the national life of America by simply co-ordinating the power of the printed word.

"The Profession of Advertising has arrived—not at maturity, but a state of national acceptance; and its future—your future—is to be measured by the way you care for it—simple—clean—out-of-politics—educated and professional. The Era of Advertising has come—the Profession of Advertising is its highest development.

"During the war the world was in rapid evolution-trading was a guess-an uncertain privilege-trade-marks and good will were in jeopardy-business and its connections wanted information facts-assurances. The public were doubt about bonds, stamps, railroads, food, wires, money, ships, munitions, air craft, taxes, national and local political questions, candidates, spies, and Advertising co-ordinated the good intentions of everybody, located the money of the country-sold the reason for the war-and did much toward developing a national unity and purpose the like of which this country has not seen

"Advertising did not win the war, but it won its place by virtue of what it did in the war."

THE WORK OF THE CLUBS OUTLINED BY FLOREA

The yearly message of Executive Secretary P. S. Florea contained a number of exceptionally interesting passages:

"Advertising, to grow as we believe it should in usefulness to all of those whom it benefits, must serve an increasingly useful pur-

pose.

"We are engaged in forwarding advertising just as a manufacturer of a useful product promotes a market for that product, the only difference being that this association is incorporated not for profit to itself, but for the profit of those who benefit through advertising. So we find ourselves performing such work as:

"I, protecting the good will of advertising, by seeing that advertising is not abused; that those who are ignorant of its most skilful use shall not use advertising in a manner so as to reduce its value to them, and decrease its

power to aid others.

2, promoting public belief in the consumer-value of advertis-ing, by advertising it; by showing the consumer that advertising. properly used, lowers the cost of distribution, making buying safer and easier.

"3, advocating the use of more and better advertising, and rendering such promotion work more effective by helping to establish instruction in advertising and marketing in schools, colleges, Y. M. C. A.s. etc.; showing the nonadvertiser the usefulness of advertising, to him, and to his clientele. and at the same moment providing instruction which will help guide him in its profitable use.

"4, helping to provide better advertising mediums for the advertiser, by advocating and, in every possible way encouraging, clean advertising columns, and the study of better methods of co-operation on the part of the medium, with

the advertiser.

The movement aids toward getting goods from the maker to the consumer with less effort and at a smaller cost, and while a great deal remains to be desired, yet much has been accomplished, and at this moment the scope and plan of the work, as well as our opportunities, are growing rapidly.

At the opening session, resolutions were proposed by James Schermerhorn, editor and publisher of The Detroit Times. urging the ratification of the peace These resolutions were treaty. adopted by a rising vote of the Convention. This action on the part of the body brought a quick response from President Wilson, who telegraphed: "May I express to you my very deep and hearty appreciation of the resolution unanimously adopted by the Associated Advertising Clubs in favor of the acceptance of the treaty, and the covenant of the League of Nations? It is an added illustration of the public spirit and wide statesmanlike views of these Advertising Clubs.'

On the heels of an address by Herbert Houston, a motion for

the creation of a Pan-American division of the Associated Clubs of the World was adopted unanimously. This is to be composed of representatives of publishing and advertising interests of the countries represented at the meeting. The A. A. C. of W. will communicate with publishers and advertisers in the chief Latin-American cities, recommending that advertising clubs be formed with aims similar to those of the clubs in this country. A resolution was approved asking Merle Sidener, chairman of the Vigilance Committee, to give Latin publishers the names of undesirable United States advertisers.

One of the most noted delegates to the convention was Felix F. Palavicini, editor of El Universal of Mexico City. In the course of an address he had this to say:

"Mexico is willing and desirous to co-operate with the United States, and Latin-America knows the people of the United States are not vulgar and dollar loving as they have been painted.

"I believe that nine-tenths of the people of Mexico feel that the United States wishes only friendly relations with her sister republic to the South. We loyally offer our hands as friends."

DEPARTMENTAL PROGRAMMES

Owing to the large part of the programme of the Convention being devoted to the discussion of the labor problem, some of the speeches that were scheduled to be delivered on other topics were omitted. Printers' Ink, however, in its desire to record in full the proceedings of the Convention as a whole is going ahead on the assumption that all of the programme was carried out as scheduled, and regardless of whether the speeches were read or personally delivered.

Daily Newspaper Department .-The address of Frank D. Webb. advertising manager of the Baltimore News, on "Selling the Local Representative for Nationally Advertised Goods on the Use of the Newspapers in His District," was published in last week's issue of

PRINTERS' INK. Likewise was the address of James O'Shaughnessy, executive secretary of the American Association of Advertising Agents, on "The Relation of the Advertising Agency to the News-Jason paper and Advertiser." Rogers, publisher of the New York Globe, made an address on the "Necessity for a Greater Standardization of Newspaper Advertising." James W. Brown, publisher of the Editor and Publisher, talked on "Proper Advertising Rates." Fred Millis, of the Indianapolis News, discussed "Building Newspaper Advertising on a Permanent Basis." William Woodhead, former President of the Associated Clubs, and now Director of Advertising Publicity for the Sperry & Hutchinson Company, spoke on the topic of the "Value of Trading Stamps" Herman Phillipson, director of advertising of the Dallas Times-Herald, spicily discussed "Con-verting National Advertisers to the Use of Daily Newspapers."

He said in part: "I recently analyzed the advertisements which are carried by newspapers in the leading advertising trade papers. What I found in one of these publications is typical to a great degree of all. Note this-of some fifty advertisements of newspapers directed to national advertisers only four might have been termed actually constructive; thirty-four were devoted to the advertising lineage and circulation records of the newspapers and the remainder were so-called 'cards' of the primitive sort used in country weeklies and which merely contained the names of the newspapers. And with one or two exceptions this included the dailies of New York, Chicago and Philadelphia as well as the newspapers in the smaller cities. Gentlemen, is this constructive effort? Are the triumphs of one newspaper over another in advertising lineage or circulation figures the developing of proper means national advertising? Is it not time that we set our own shops in order and present such a front as will attract rather than repel

national advertisers? Are we not spending too much time and effort watching our opposition papers and devoting too little to the development of our markets?

"If the advertisers who use the newspapers did not utilize their space to better advantage than do the newspapers, I am afraid their campaigns would not prove as resultful as we expect them to be. Such agencies as the Bureau of Advertising of the A. N. P. A. are, of course, of much assistance to newspapers, but, strange as it may seem, the greatest efforts in behalf of newspaper advertising have not been expended by the newspapers, but rather have come from outside sources, such as publishers' trade papers and some few advertising agencies. There are some exceptions to this condition. but few indeed, notably, among the newspapers, the pioneer efforts of Jason Rogers, publisher of the New York Globe, an untiring evangel in the cause of newsnaper advertising; Frank D. Webb, of the Baltimore News; and a very few others."

Other addresses before this gathering were: Fred Millis, assistant advertising manager Indianapolis News, on "Building Steady Business"; A. B. Weitz, advertising manager, Tulsa, Okla., Democrat and Morning Times, on "Automobile Shows Under the Auspices of a Newspaper"; "Build-a-Home Campaign," by A. L. Shuman, Fort Worth Star-Telegram; A. A. Brentaino, Evansville, Ind., Courier, on "Making Special Editions Popular and Profitable."

WHY ADVERTISING IS IMPERATIVE JUST NOW

One of the most significant addresses delivered before the Convention was that of E. Allen Frost, of Chicago, general counsel for the Poster Advertising Association.

"Due to tremendous losses in men and materials all over the world," said Mr. Frost, "the cost of producing goods has increased amazingly. There is little indication that the cost of either labor or raw materials can be reduced to any considerable amount during the next three or four years.

"This with the customary war inflation has made the price of many commodities almost prohibitive, particularly to persons on fixed salaries or on fixed incomes from investments of which there

are many in the country.

"The purchasing power of their dollars has been reduced to about one-third of what it was prior to the war, and they have no means of increasing their income or passing along the additional cost. The problem is to make the price of goods within the reach of the average consumer, and in this the manufacturers and industrial concerns of the country are vitally interested.

"Apparently the only hope for reduction in prices to the consumer depends upon a reduction in selling costs as manufacturing costs of labor and material cannot be reduced without a panic which is not anticipated. Reduction of selling costs seems possible only by increased selling by retailers; that is, if a retailer is selling \$30,000 worth of goods a year and his rent is \$3,000, if he could increase his sales to \$90,000, it would proportionally make his rent \$1,000. The same principle carried through all lines of business would enable the retailer to reduce the selling price of the articles he handles without interfering with reasonable profits for his lahor

"Advertising seems to be the only means available for increasing the sale of goods in a national or generally in a large way. The Associated Advertising Clubs is advertising organized for service to industry, commerce and trade, and consequently appeals to the public when informed upon the subject as a very strong factor to aid in reduction of the cost of

goods to the consumer."

The address delivered before the Direct Mail Advertising Association session by Charles Henry Mackintosh, on "Lazy Letters Bring Business to the Verge of Ruin" appeared in last week's issue of PRINTERS' INK. An inter-

esting extract from the address of E. S. Dickens, advertising manager O'Brien Varnish Company, also appeared in last week's issue. Excerpts from other addresses have also been published.

LIVE SESSIONS OF FINANCIAL ADVERTISERS

The largest department of the convention was probably that of the Financial Advertisers group. The greater use of advertising as a business builder and a means for bringing the human side of the bank before the public was urged by several speakers at this department. The keynote of this session was delivered by Mrs. Eleanor Germo, advertising manager of the Los Angeles Trust and Savings Bank, when she said:

"In spite of the great progress that has been made, however, bank advertising to-day is not 100 per cent productive because it is not yet 100 per cent human.

"Since banking is merely financial merchandising, is there any reason why a bank shouldn't be just as human as a dry goods Why shouldn't financial store? copy reflect the humanness of the people behind the institution? To inspire the ordinary person with a conviction that your bank has a service to offer which will contribute to his personal well-being, you must show him that behind your marble pillars stands a human organization, whose business it is to help him to a more successful, a broader and a happier life."

We have printed, and are printing, so many reviews of the speeches delivered before the Financial Advertising group, that it is not necessary to reproduce

the programme here.

Community Advertising occupied the attention of another large group at the Convention. In showing the possibilities of community development, Harry N. Burhans, executive secretary of the Tourist and Publicity Bureau of the Denver Civic and Commercial Association, said: "The tourist industry is, in my

Philadelphia

What is the best newspaper in which to advertise reliable financial announcements?

The newspaper which reaches the most investors, of course!

"The Bulletin" is the favorite newspaper of Philadelphia's financial and commercial executives.

Its reliable market reports issued immediately on the close of the New York and Philadelphia exchanges are sought for daily by both the "big" and "little" investors and traders.

Practically every important stock, bond or other financial announcement intended for the Philadelphia investing public usually appears in "The Bulletin."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid average for August 448,246

Copies a day

No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by "The Bulletin."

HOUSE ORGANS CATALOGUES MAGAZINES BOOKLETS



THE modern trend is toward specialization. We have a great plant, capable of producing almost anything printable, but particularly adapted to the classes of work above referred to.



CHARLES FRANCIS PRESS

THE ADDRESS IS

461 EIGHTH AVENUE, NEW YORK THE PHONE NUMBER is GREELEY 3210

DENOMINATION OF THE PROPERTY O

undethe largest judgment, veloped industry in the United States to-day." Specific campaigns along the line of comexploitation were demunity scribed by a number of the speakers. Among those were: A. W. McKeand, Director Extension, Indiana State of Commerce, Indianapolis; R. L. Webb, Secretary, San Francisco Convention and Tourists' League; Walter B. Weisenburger, Secre-tary, Publicity Bureau, St. Louis Chamber of Commerce; Thomas Hill, Manager, Convention, J. Hill, Manager, Tourist and Publicity Bureau, New Orleans Association of Commerce; Arthur Thomas, Manager, Bureau of Publicity, Omaha Chamber of Commerce; Frank Cleveland, Convention Secretary, Milwaukee Chamber of Commerce; G. R. Lowe, Neosho, Mo., Advertising Club; J. M. David-son, Winnipeg Board of Trade.

The Screen Advertising Association exhibited motion pictures at the convention. Among some of those shown were those issued by the Bureau of Commercial Economics at Washington.

A number of other significant addresses were delivered before the Convention. Unfortunately, we are compelled to omit mention of them, owing to the fact that we are forced to go to press several days earlier than usual, due to the impending printers' strike.

At the end of the Tuesday General Session Jesse H. Neal, executive secretary of the As-sociated Business Papers, Inc., introduced a motion providing for the appointment of a committee to condense and abridge the addresses and devise a method of distributing them in the industrial world, particularly among the workers. The committee later selected to carry out this project includes E. T. Mere-dith, publisher of Successful Farming, chairman, Herbert S. Houston, Jason Rogers, Ro Dickinson, and George Creel.

The vice-presidents selected by the Nominating Committee who

were named to serve in the districts in which they live are: Rowe Stewart, Philadelphia; R. H. Donnelley, Chicago; E. Lyell Gunts, Baltimore; John Ring, Gunts, Baltimore; John Ring, St. Louis; Benj. G. Lee, Minneapolis; Rollin C. Ayres, San Francisco; F. W. Stewart, Montreal; Charles F. Higham, London, England.

Advertising women were given notable recognition by the Convention in the selection of Miss Jane Martin, of the Sperry & Hutchinson Company, as a member of the Executive Committee. She was given a loving cup by the League of Advertising Women of New York.

E. T. MEREDITH THE PRESIDENT-ELECT

E. T. Meredith, publisher of Successful Farming, was unanimously elected President, after W. H. Johns, President of the George Batten Company, and Arthur Newmyer, associate publisher New Orleans Item, requested that their names be withdrawn from the lists. Mr. Meredith was nominated by Mr. Johns. Indianapolis was chosen as the

next convention city. The Baltimore Truth Trophy was won by Cleveland and the War Trophy of the St. Louis Advertising Club was won by Toledo.

Where Will This Thing End?

C. W. PAGE COMPANY
RICHMOND, VA., Sept. 24, 1919.
Editor of PRINTERS' INK:
Earnest Elmo Calkins is in error in saying that Miss Ada Patterson is mistaken in her use of the word "Midinettes."
The Second Page 1919.

The fine meaning of "mistaken" is "wrongly taken" or "misunderstood." In other words, it would be correct o say, "'Mistaken' is mistaken by Mr. Calkins."

C. W. PAGE.

Joseph Katz Gets Clothing Ad Prize

The first prize for the best retail clothing advertising in the country awarded at the convention of the National Association of Retail Clothiers, in Chicago, has been awarded to Joseph Katz advertising manager of The Hub, Baltimore.

"Honesty Is the Best Policy," Not a Trite Saying

"If you can give me the name of one liar who has made a success of his business, I will agree to give you the names of one hundred honest men for every name you produce. The reputation of a house is established almost entirely from two contacts with the public—the advertising which brings the buyer to your place of business, and the merchandising which he encounters when he arrives. If your advertising is truthful and your merchandising is fair, you have established a good reputation with the buyer and have created a customer who will return again and again regardless of your printed word. If your advertising is untruthful or your merchandising unfair, it will take a tremendous amount of appealing copy with an enormous resulting waste to get that individual back into your institution."—Richard H. Lee, addressing the New Orleans Convention, A. A. C. of W.

Presbyterians Urge Church Advertising

The executive commission of the Presbyterian Church in the United States of America, in session at Atlantic City, N. J., strongly recommended that the 300-bdd presbyteries in the country make special financial appropriations for systematic advertising in the newspapers. The commission is also considering plans for the establishment of a publicity bureau for the church as a whole, and it is hoped to make the denomination the most advertised in the United States.

New Staff Members of Ritter Agency

James A. Watson, formerly with N. W. Ayer & Son, Philadelphia; H. A. Thompson, formerly with Pratt & Lambert, Inc., makers of varnishes and enamels, Buffalo, N. Y.; and H. P. Bender, formerly with McCann's Tours, Inc., tourist agents, New York, are now members of the staff of The Philip Ritter Company, Inc., advertising agency, New York.

To Manage Sales of Purity Oats Co.

James W. Silley, who has been New England manager of the American Lithographic Company, New York, has become sales manager of the Purity Oats Company, Keokuk, Ia.

Collin Armstrong to Represent Lipton

Collin Armstrong, Inc., New York, have been appointed advertising agents for Thomas J. Lipton, Inc.

Engineering Advertisers' Association Formed in Chicago

Advertising and sales executives of concerns manufacturing engineering products in the Chicago district have formed an organization to be known as the Engineering Advertisers' Association. The association will include such men as H. L. Delander, of the Crane (ompany; P. A. Powers, of the Benjamin Electric Manufacturing Company; Glenn H. Eddy, of the Green Engineering Company; J. J. Arnsfield, of Fairbanks, Morse & Co., and Albert H. Hopkins, of the C. F. Pease Company. A winter programme of lectures has been arranged, taking in such subjects as better typography in engineering advertising, the use of art in advertising technical products, markets and their analysis.

Joins Wales Agency

Lieut. Col. George E. Roth has joined the staff of the Wales Advertising Company, New York, where he will specialize in research work. Before entering service he was executive director of civic organizations in Philadelphia, a special editorial writer for the Public Ledger, and a contributor to magazines. Lieut. Col. Roth was in service for three years, and is the editor of the "Field Artilleryman's Guide," a standard training book. He acted as chief of the staff of an independent artillery origade, the 58th F. A. B., throughout the operations in the Toul sector and during the major operations of St. Mihiel and the Meuse-Argonne.

"Southern Merchant" Ownership Changes

The Southern Merchant Publishing Company, Atlanta, Ga., publisher of The Southern Merchant, has been acquired by the Southern Merchant Company. The officers of the new organization are: B. J. W. Graham, editor and manager of the Index Printing Co., Atlanta; Haynes McFadden, editor and president of the Southern Banker and The Dirie Miller, Atlanta, and Geo. M. Kohn, publishers' representative at Atlanta.

J. Pfeffer Forms Jewish Advertising Agency

A Jewish advertising agency has been established in New York by Jacob Pfeffer. Mr. Pfeffer, who has been a member of the editorial staffs of Jewish newspapers, intends to deal exclusively with Jewish advertising and publicity.

Babson Account to Gundlach Agency

The account of the Babson Statistical Organization, Wellesley Hills, Mass., has been secured by the Gundlach Advertising Company, Chicago.

Effect of Printers' Strike Upon Advertisers and Publishers

Will Increased Advertising Rates Be Made Necessary?

WITH the radicals thoroughly in control of the four New York printing trades unions, which are declared by their international unions to be "seceders," a strike, effective October 1, for the purpose of immediately securing a forty-four hour week and a raise of fourteen dollars a week in pay has been declared by New York Printing Pressmen's Union No. 51, Franklin Union No. 23, Inc., Paper Handlers and Sheet Straighteners' Union No. 1, and Job Press Feeders' Union No. 1. Inc., unless a "settlement" committee manages to secure the signatures of employing printers to agreements putting these demands into effect. The calling of the strike was forecast in last week's PRINTERS' INK.

Owing to the fact that the seceders are declared to be outlaws by the international unions and the American Federation of Labor, it will be impossible for employing printers to sign any such agreements, as, in the event of such agreements being reached, the international unions would immediately issue orders to the loyal stereotypers, engravers and electrotypers not to do work for shops making contracts with the seceders. Consequently, the book, periodical and job plants are between the devil and the deep sea, and the publishers-the "innocent bystanders"-seem certain to miss some issues or appear with curtailed numbers of pages.

The strike is really a rather complicated proposition and seems to divide itself into these three points:

No. 1—What the strike is.
No. 2—How it will be fought.
No. 3—What it means to national advertisers and to users of catalogues printed in New York.

The strike, in effect, is an effort on the part of the local unions

named to "go over the heads" of their International unions. The locals are not content with the agreements perfected by the Internationals and employing printers to put the forty-four-hour week into effect on May 1, 1921. The locals want this now, in addition to a raise of \$14 per week, and though International officers have declared them to be outlawed organizations and are seeking to form new locals to take their places, the radicals are going through with their plan in defiance of the International organizations. Despite the statements of the International officials, the local leaders declare that they are still in good standing and they state that they are justified in tak-ing these steps because of a charge of misappropriation of funds which has been laid against one of the International presi-

HOW THE STRIKE WILL BE FOUGHT

According to present indications the strike will be fought by the publishers and employing printers mainly by closing up, quitting business, until such time as new unions have been organized to take the place of the seceders and conditions are again such that employing printers can make contracts with local unions underwritten by the International unions and thus be sure that workmen will continue on the job as long as the contracts run in-stead of being "pulled off" whenever radical leaders feel like it.

Although Chicago has been seeking, by page newspaper advertisements, to induce publishers to print there, it is considered unlikely that many publishers will attempt to get out issues in that city. In addition to this telegrams and letters have been received by publishers from chambers of com-

merce, mayors and boards of trade in various cities offering sufficient facilities for getting out the publications on schedule. In making these offers special advantages are specified in removing from New York, such as labor conditions, transportation facilities, electric power and natural gas supplies, etc. Among the cities represented in this effort to induce New York publishers to leave the metropolis are Cincinnati, Detroit, Pasadena, Syracuse, Toledo, Richmond, Va., Louisville, Indianapolis, Grand Rapids and numerous others in New York and New Jersey.

In addition to the suspension of publications it is understood that the International unions involved will fight the strike when it is called by the immediate and active formation of new locals to take over the charters forfeited by the

seceders.

To make this effort to retain the authority of the International unions in New York effective the plan outlined in the second paragraph will, it is understood, be rigidly enforced. This is to make it impossible for any plant entering into agreements with the "outlaws" to operate. The stereotypers, electrotypers and photo-engravers are declared to be 100 per cent loyal to their Internationals. Consequently when they are directed not to help the seceding unions they will immediately refuse to deliver electros or plates to such plants as are willing to accede to demands of the striking locals.

It is this phase of the matter which makes the proposition such a serious one for the New York employing printers and publishers. Even if the employers should be willing to grant the strikers' demands they will not be able to keep their shops running by doing so. Their hands are really tied while the two union factions fight the matter out. It is for this reason, too, that so many publishers are willing to suspend publication until stability is again established. It is felt by many publishers that

by going to outside cities to print they would simply be running into more trouble, as delegates from the New York locals could follow them and create agitation and possibly engineer strikes in the new plants. Consequently, many publishers are going to sit tight while the locals and the unions fight it out to see whether or not the International union is the main power in unionism or whether the local unions can do as they please.

THE EFFECT OF THE STRIKE ON AD-VERTISERS

Of particular interest to readers of PRINTERS' INK is the effect of the strike on national advertising and on users of catalogues which have been printed in New York

City.

Losses through suspension of issues and any increased wages which may be granted by the employing printers must be made up. When the most recent increase was given to the printing trades many publications-which in consequence of this raise had to pay more for getting their printing done-were on the point of suspending. Then came the present tremendous flood of advertising and they were enabled to continue. But, faced by further advances in the cost of publishing, publications will be forced to make up these advances by increasing their subscription rates or by increasing advertising rates, or both. There are no other sources of revenue by means of which the publications can make up for the advanced cost of publishing.

Of course, with the strike not yet in effect, it is rather a far cry to say that advertising rates will go up as the result of this fight. But, on the other hand, John Adams Thayer, of the New York Periodical Publishers' Association,

made this statement:

"From my knowledge of the situation, it does not seem possible that the radical element in the two unions who are not affiliated with the International can win in their proposition for a 44-hour week to commence October 1.

"On previous occasion, the employing printers have passed along to the publishers the increased cost of manufacture. But with the 44-hour week and the large increase in wages, the amount that would be passed along would be so large that it would be impossible for publishers to stand it

and make a profit.

"Of course it can be readily understood that advertising rates could be increased, and will be increased as time goes on, for reasons other than the increased cost of manufacture. But advertising rates are seldom increased over night. And what is desired by publishers and employing printers is that stability which comes from contracts made with local unions and guaranteed by the International.

"Inasmuch as labor in the printing business is at least thirty per cent below requirements, a 44hour week does not mean that the pressmen or the compositors will have so much more time to spend with their wives and families, for the printing offices will pay overtime for the four hours that they cut off the forty-eight, making the increase to over \$57 a week instead of \$50 per week which they demand.

"As to increased advertising

rates:

"While not speaking officially, I am firm in the belief that those publications now who only charge half a cent a line per thousand circulation are making a rate much lower than conditions warrant; in fact, leaving out entirely the increased cost of labor, it would seem to me that the higher prices for paper now paid, and which are likely to be paid in the near future, together with the exorbitant price for second-class postage which obtains under the Zone Postal Law, demands an in-crease of not less than 15 per cent right now. With the increased cost of manufacture to be consid-

The George L. Dyer Company 4.2 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

ered and added to the above an increase of 25 per cent of the rate enjoyed now by advertisers would not be too much to meet the abnormal conditions confronting the publishing business at this time."

What will be the effect of any further advertising rate increase

upon the advertiser?
W. A. McDermid, president of
the Association of National Advertisers, has this to say about

this situation:

"In this case the ultimate consumer who always gets it in the end is the advertiser. We can't pass the buck along to our consumers because we can't increase the price of standardized goods quickly. Where the price of goods is pretty firmly fixed in the mind of the public it is very hard to increase the price rapidly in accordance with the way that advances are made in unstandardized goods. Consequently, when national advertisers are faced by an increase in the rate of advertising, it is natural to expect them to still spend the same amount of money, but to cut down on the space used. You see you can't appropriate more than a certain percentage of your receipts for advertising. To use more than this percentage is to make the business top-heavy."

Many catalogue users view the strike with considerable apprehension. They feel that if the strike should, actually, be successful in New York that it would mean similar advances in all cities thereby greatly increasing the cost of getting out catalogues and making curtailment in some features of the work necessary. In the meantime they are sitting tight.

F. G. Blakelock In Wall-Paper Advertising

F. G. Blakelock, formerly advertising manager of the U. S. Light & Heat-Corporation, Niagara Falla, N. Y., is now in charge of an advertising campaign of the Niagara Wall Paper Company, also of Niagara Falls, N. Y. A popular line of wallpapera, to be known as "Niagara-Le Bellus Art," will be put out and advertised by the Niagara Wall Paper Company.

THE National Retail Clothiers' Association at the recent convention in Chicago "viewed with alarm" the high prices for men's clothing. These prices it was emphatically asserted should be reduced if such action were in any

way possible.

The retailers declared that the blame for the high prices should be placed upon the manufacturers and by a unanimous vote it was decided to investigate the clothing makers with the idea of uncovering profiteers. It was said also that the eight-hour day was responsible to a considerable degree for higher prices.

"A decrease in the price of clothing," said J. J. Phoenix, president of a large knitting firm, "is an impossibility. We shall not have an adequate supply of merchandise for some time to come.

"It all resolves itself around the question: Can we feed and clothe the world on an eight-hour day? Europe says not. Germany has adopted a ten-hour day as the minimum. Unless we wish to be left in the lurch we must increase the working day."

Mr. Phoenix's observations were borne out by Arthur M. Reis, president of the National Wholesale Men's Furnishing Association, who backed up his assertions from tabulated results of questionnaires sent to New York manufacturers, 80 per cent of whom declared shorter hours resulted in a loss of efficiency and a decrease in production.

Fred Levy, clothier of Louisville, explained the retailer's dilémma.

"The manufacturer has been compelled to pay higher wages and then has received in return only less production, due to the labor unrest," he said. "Of course, that is his problem, but the cost, naturally, is passed on to the retailer and then to the consumer."



Consistency

THE PEOPLE'S HOME JOURNAL is an ALL-THE-FAMILY magazine so intended and so edited for thirty-four years.

The People's Home Journal

For 34 Years the Magazine for Every Member of the Family

"We Thank You-

-for the very kind assistance which our representative reports."

The above sentence is from a letter received from a national advertiser. We simply extended the service which we are continually giving advertisers.

This letter—and others which we are constantly receiving—is the best proof that News-Times service gets results, that our's is a real service department.

South Bend is the shopping center for Northern Indiana and Southern Michigan. South Bend is the central and largest of a group of industrial cities and towns—all busy and prosperous.

This growing market can be thoroughly covered only by the News-Times with its 17,000 circulation. Morning, evening and Sunday editions—and practically no duplication.

South Bend News-Times

Morning Evening Sunda J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN AND WOODMAN

Chicago New York Detroit Atlanta Kansas City

Advertising to Promote National Ideals

WHEN nations in the past have set up national ideals there has been little result for at least a generation, because the teaching was only given through the churches, schools and universities. But if we set up a national ideal to-day and deliberately, continuously and publicly promoted it in the advertising columns of the newspapers, on the boarding, and through the cinema, a very quick difference could be made in the tone and temper of the whole community. In my opinion, this is the most astounding thought of modern times. We can create a new outlook; we can vivify thought; we can move human energy in any direction by organized and public persuasion-or, to put it bluntly,

by advertising an emotional idea. We might, for example, make Service that ideal; it is an unfailing test of motive. But it must be service for the sake of service, and not service to some particular doctrine or caste. That has been tried before. Ancient Rome taught service to the Cæsars. Modern Germany taught service to the State. France and America have both taught service to the idea of liberty. Japan has taught service through a caste. If a people can be taught to serve an idea, a class, a Cæsar, or their country, they can do a larger and finer thing-which is to make service for the sake of service a national ideal. We might have a campaign which no class or sect could slander, yet which would put a new complexion on every line of conduct and every phase of

What we want is mass education—one stupendous piece of propaganda to teach a fundamental and therefore non-sectarian principle of living—which, when assimilated, would automatically dispel half our problems and make the way easy for the solution of the rest. Our problems are colossal and urgent; our population is harassed and immense; therefore we must use methods of enlightenment proportionately magnified and speedy in effect. We must supplement the teaching of the schools and churches with educational campaigns that reach the proletariat. As a business man spends thousands on a plant for the production of valuable merchandise, so, it seems to me, we must invest in a form of education wich will produce a national mentality that should quickly ensure the finest results.

We can "change the whole face of existence," as Mr. Lloyd George has said; but only if we organize the imagination of the nation, and concentrate public opinion on some principle which touches our emotion, and so gives our work, from statesmanship to crossing sweeping, a new and collective aim.—C. F. Higham, M. P., of London, England, in the London Morning Post.

Dunlap Heads Appliance Association

At the annual meeting of the National Office Appliance Manufacturers Association recently held at Atlantic City, the following officers were elected for 1919 and 1920: W. C. Dunlap, sales director of the American Multigraph Co., Cleveland, president; George W. Spahr, general sales manager of Elliott-Fisher Company, Harrisburg, Pa., vice-president; C. K. Wood-bridge, sales manager, The Dictaphone, Columbia Graphophone Company, New York, secretary-treasurer.

Wilson, Former President of "Railway Age," Dead

Hugh M. Wilson, of Chicago, former president and manager of the Railway Age, died recently at Stockbridge, Mass. He won high commendation for his work in connection with the International Railway Congress in Washington in 1905.

Farrell Joins Koch's List

Thomas W. Farrell, who has been advertising manager of Better Farming, at Chicago, for a number of years, has joined Koch's List of Railroad Magazines, New York. He will be a member of the Western office, Chicago, of the organization.

This Retailer Places Samples on the Kitchen Table

Garver Brothers' Plan Has a Practical Suggestion for National Manu-

By Albert Sidney Gregg

NATIONAL manufacturers who rely on the distribution of samples to create a demand for their product will be interested in a premium plan worked out by Garver Bros. of Strasburg, O., in which samples are used. The plan is sound in that it serves both manufacturer and the retailer, to the advantage of the customer.

Albert Garver, general manager for Garver Bros., made up 1,500 sets of samples which he piled into market baskets, and then advertised that he would give a basket of supplies worth \$1.25 to each family that purchased groceries at his grocery department to the value of at least \$1 on a certain

In developing his offer he asked the manufacturers to furnish the samples free on the score that they would be given 100 per cent distribution. Garver agreed to "put them on the kitchen table" and not in sewer holes or under the sidewalk. With such inducements there was a quick response, and in a number of instances the manufacturers made up a special lot of samples. They also supplied electros for the advertising. Garver had promised to furnish the names of persons who took baskets, so that each manufacturer could follow up with direct-mail advertising, and, in addition, he agreed to open the way for demonstrations in his store of the goods that had been sampled.

A very important restriction was that not more than one basket could be taken by one family. A basket to a family meant reaching an average of five persons in each family, or a total of 7,500 persons. Furthermore this method gave the samples an intrinsic value, which meant that they selves" at would be used and not thrown pass out.

away. They were something that had been obtained with a pur-chase, and not something that had been "handed out."

The baskets went like hot cakes, and there was a clamor for them long after they had been all given away. Each manufacturer who had co-operated got his list of names and there were a number of follow-up demonstrations in the store. Since that basket sale Garver has received all kinds of offers from manufacturers to get in on the next basket sale. They saw that Garver had the right combination to enable them to pass their goods along from the factory straight into the kitchen.

Here are some of the articles in each basket, all of which were supplied by the manufacturers:

French Cereal Process Baking Powder, one-fourth pound can, thirty-ounce package French Cereal Coffee, two-ounce package Pennant Butter Crackers, Rum-ford's Baking Powder, Royal Blend Coffee, Crystal White Karo Syrup, Kingford's Corn Starch, Instant Postum, Grape Nuts, Post Toasties, Postum, Quaker Oats, Puffed Rice, Puffed Wheat, cake of Yeast Foam, package Juicy Fruit Chewing Gum, Grandpa's Wonder Soap, Bon Ami. The Garver Brothers' store is

located in a village of 1,000, and does a business of \$800,000 a year. They draw trade from eight counties through a mailing list of 14,-000 which is worked in every conceivable way. Sometimes when special sales are held the people pile in at six o'clock in the morning and stay a good share of the day. It happens occasionally that the crowds are so big that the people are told to "help them-selves" and pay the cashier as they

Man has been working at Eugenics for perhaps a hundred years. Nature has been working her system for a hundred thousand years. Should Love or Science Dictate Marriage?

BETTER DAYS

A New Novel
By
GOUVERNEUR
MORRIS

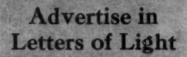
Starts in Hearst's for October

Hearst's carries nearly as many features as any two ordinary magazines combined—as many serials and short stories as most fiction magazines, PLUS as many serious articles as most magazines of comment and review.

Compare ANY magazine with Hearst's.



E)



Against a background of night your display stands out with startling vividness.

Distinctiveness, character, individuality are potent factors of advertising obtained by means of an electric display.

Write us today for information.

Thos. Qsack Q.

CHICAGO

NEW YORK

ARBUCK

FREY

illustrations are based not upon what we like or upon what you like—considered purely as art—but upon what experience has proven to be good art for business. The successful direction of good art into business channels is the contribution that the Frey organization has made to modern advertising.



CHARLES DANIEL FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE · SOUTH CHICAGO

A Hole in the Sales Offensive

Manufacturers Might Very Well Give Special Attention to the Store's Advertising Man, when a New Line of Goods Is Sold

By Joseph E. Hanson

Advertising Manager, L. Bamberger & Co., Newark, N. J.

IN the cultivation of the good graces of the department store as the distributor of their goods, many manufacturers neglect to consider an important factor in the field-the advertising manager, and, I might add, the display man-

ager.

You may sell Bill Jones, the buyer, on the strength of your advertising, and vour salesman's presentation of the facts. You may even go so far as to interest his merchandise manager. You may even be fortunate enough to enthuse some of the salespeople (although how you are going to do it I haven't the faintest idea)

Then, in will come the bill of goods, like an unbidden guest; take their places on the shelves, and in the stock room; and sell or not sell as may be the propensity of the particular product.

There is no automatic system, that I know of, for notifying the advertising manager and his staff when a new product has been added to the list of merchandise which the house carries. Nor would such a system be practical because of the amount of goods received, which, "advertisingly speaking," mean nothing to him.

Time was, and never will be again, when the buyer proposed the kind of advertising that was to be published, and, with fine Spencerian hand, wrote the supersuperlative advertisements de-signed to sell his products. Time was, I repeat, when it was left to the buyer's good judgment and good taste to select the items to be advertised, which probably accounts for some of the very badly merchandised advertising of the past, and of the present, too.

We will suppose that your product is decidedly new and worth while; and that it possesses certain style features which should be exploited quickly. Having gained entrance to the great department stores of the country and looking upon them as big distributors, you expect them to advertise your product. You, of course, have faith enough in it to advertise it

heavily yourself.

To repeat: you have gained the entrance to the store; you have sold the buyer (he is quick to forget, for other people are selling him things, too); you have warmed-up the merchandise man. Now, the product is left to chance to reach the advertising man, upon whom you actually depend for its exploitation and sale. Rest as-sured that neither buyer nor merchandise man will try hard to sell him your line.

A FEW BUYERS WITH THE ADVERTIS-ING SENSE

No, I will take that back. There are some buyers with a nose for news so keen that they will go to great lengths to sell a product to their advertising manager. Some buyers are alive to the sales features of the products on their shelves. They have what is called the advertising sense. Theirs is a highly developed buyership.

They constantly keep the advertising staff informed of new merchandise which has entered their departments; they bring it up, show it, and ask to have it adver-

Remember, however, that this is what some buyers call "prestige" advertising. It does not bring big returns, but it serves to keep the department ever new in the minds

of the people.

Therefore the buyer without this highly developed "nose for news" will not be inclined to give too much thought or attention to the strictly new merchandise, but will devote his energies to the exploitation of sale goods.

That is where you lose,

In about a dozen of the larger stores of the country this danger of your product lying dormant is somewhat lessened through their reportorial system of advertising writing. The advertising manager assigns certain writers to cover different departments. It is their business to seek for the new things. And they do, right under the very noses of buyers who have forgotten all about them, or who never could sense any real advertising value in them.

Remember this, the advertising manager of the modern department store is continually looking for something to advertise with interest in it. He is always reaching out for that new thing—that he can talk about, and make a fuss over. He is tired of sales; tired of bargains; tired of running anniversary and special sale heads; tired of inventing new adjectives

to sell old goods.

He wants to feed new things to the public because he has learned that this is what the public looks for. He knows, quite well that sales are necessary, too; but he feels that he should publish those interesting little bits of new things that women love to read about, whether they buy or not.

whether they buy or not.

He would like to forecast in
July what they are going to wear
in October. But who tells him?
The buyer? Sometimes he doesn't

know himself.

You might suggest that he read the business papers. Your suggestion is good, but he sometimes finds it impossible really to get the time to sit down and glean the vital bits of news.

But, you, the manufacturers who have the very kind of information that he is looking for, seldom if ever tell him a word about it in a letter or booklet.

True, you prime the buyer, but he readily forgets, and certainly does not pass it along to the advertising chief. The latter is looking for news to pass along to his readers; the former is seeking information on which to base his fall purchases.

From the manufacturer's viewpoint both should be equally in-

formed.

Let us suppose that you have just sold a shipment of Ferrostat Unbreakable Bottles to the department store. That item certainly has news in it, if the store never carried it before. But do you write a letter to the advertising manager and tell him that the bottles are to be on sale for the first time; or do you try to sell him? It would be a good piece of news for him to know. If he's live he'll tell his readers about those bottles.

A large mill will suddenly discover a new way of knitting a fabric for women's suits. Take the instance of Fulwool, made by the Continental Mills. They will exploit it through the cutters-up trade, through the piece goods man in the store, and notify the buyer that she may buy it in her

fall line.

How often do you suppose they take the trouble to tell their story to the advertising manager and his staff, so that they, too, may be informed about the new and forthcoming fabric?

A good story is lost until someone else gets hold of it, and then the rest follow. It's too late

usually.

It would only mean the addition of another name to the list you

use in your follow-up.

When Keds were first marketed I do not remember receiving any direct information from the manufacturers as to whether Keds were rubber, or leather, or whether they were shoes or soles. They first piqued my interest in the magazines. I inquired of the buyer about them, hoping to have something new to advertise, and found that deliveries were held up for some unaccountable reason. So I lost interest in Keds.

The advertising of men's merchandise to men is one of the hardest nuts the advertising manager of the department store has to crack. He is continually looking for something new to tell men. The new stuff counts. The old dry-as-rot material has been worked to death.

But your house may have sold my concern a certain type of new collar. The buyer sticks it on his shelf. Naturally he does not see a great deal of publicity in a new type of collar. But I do. I want to tell the men of town about it, even though I can only spare an inch to do it in.

But, alas, I never learn, until too late, sometimes, that the new collar has been in, been sold, and

is now out of date.

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The same thing holds true with the new models in men's suits and top coats. Every advertising man would like to know, as far in advance as possible, just what the new fall models are going to look like. He is eager to find out if fabrics will be loud or conservative, coats pinch-back or other-wise, lapels cut so or so, Don't wise, lapels cut so or so. you see it gives him something to talk about in his advertising to men?

In regard to style merchandise, he is decidedly at his wits' end to get something new continually to tell women about. It may be a new silk, something that Migel or Mallinson originated. He wants to know about it, and see it as soon as it is off the loom and ready for sale. Do you tell him about it very often, so that he can form his own conclusions and advertise it or not as he sees fit?

The buyer has too many other things on his mind to give much time to keeping the advertising man informed about the new silks.

MC CALL'S CO-OPERATION

Mr. Garreson, sales manager of the McCall Pattern Co., has the knack of keeping his product sold with the advertising man. He knows that a part of his success with department store sales will depend largely upon the advertising man's efforts in pushing Mc-Call's patterns. His is a very unusual system of follow-up, directed specifically to the advertising manager, telling him and sell-ing him all there is to McCall's

And the best part of it is that Mr. Garreson knows the advertising man's job, and his problems, and gets around them with a nicety that is uncanny.

One could go on indefinitely naming instances where the advertising man is neglected entirely in

the sales campaign of the manufacturer. You will find the publicity factors of a great store of inestimable value to you if you take them into your confidence regarding your products and your sales plans in their territory

It is not enough to send them sheafs of advertising materials and cuts. The large stores don't want this material. Then again, there are many things you would waste your time telling them. But the new things, the new products, the new plans-get these to the advertising man's desk whenever you have an opportunity.

In the large store, the advertising staff can get along without your assistance, because, as I said before, of their system of reportorial advertising writing. But to the thousands of advertising executives in the smaller institutions information concerning your merchandise will be received with considerable thanksgiving.

It is the advertising man's business, these days, to keep the public informed of the new things-not the buyer's. What you tell the buyer about the forthcoming new things may never reach the advertising office.

Put us on your mailing lists, or better, make us a special list.

Even in the smallest store there is always someone who handles the advertising. Get to him with your

story.

And, incidentally, if it is the kind of merchandise, style merchandise, that will give a new note to a window trim, tell the display manager about it.

Alphabet Serves as Copy Model

The familiar A B C book, with its "A is for apple," etc., has been made to serve as a model for some of the current advertisements of the Paxton & Gallagher Co., Omaha, Neb., roaster of "Butter Nut" Coffee. With the assumption that in this new alphabet book "A is for advertising," the first advertisement of the series begins with the letter. B and proceeds missing seeds

advertisement of the series begins with the letter B and proceeds, missing such invulnerable letters as X.

The manner in which the alphabet book lends itself to such treatment may be judged from quotations such as: "B is for Butter Nut, the Coffee delicious," "C is for Coffee. Do you drink just coffee, or Butter Nut?" and "P is for Particular People and Paxton & Gallagher Co."

When It Is Unsafe to Be Too Friendly With Customers

The Federal Trade Commission Will Get You If You Don't Watch Out

McLain-Hadden-Simpers Company PHILADELPHIA

Editor of PRINTERS' INE:
In your issue of August 7, you published an article referring to the Anti-Graft Law.

We were not aware that such a law had been enacted. If you have any further data on this, we will be glad to hear from you, or if you can advise where we can get a copy of this law, we will appreciate. where we can get we will appreciate it. W. R. McLain,

President.

THE article mentioned was a news item referring jocularly to the trials of certain salesmen who hesitate to give old friends a cigar, fearing the clutches of the law. Perhaps the use of the word "law" in this connection should not be taken too seriously. What was meant was the ruling of the Federal Trade Commission holding that the giving of gratuities and entertainment to employees of customers as an inducement to influence the sale of merchandise to their employers is an unfair method of competition in violation of Section 5 of the Federal Trade Commission act.

The ruling itself is not a law. It is an interpretation of certain commercial practices, in specific instances, and is made under the law empowering the Federal Trade Commission to act in such cases. A copy of the form which the Commission used in ordering certain firms to cease and desist the giving of gratuities follows. -[Ed. PRINTERS' INK.

United States of America Before Federal Trade Commission At a regular session of the Federal Trade Commission, held at the office in the City of Washington, D. C., on the day of AD., 1918

Federal Trade Commission

WK.

Docket No.
Order to Cease and Desist.
The Federal Trade Commission, having issued and served its complaint herein, and the respondent having entered its appearance by.
duly authorized to act in the premises

and having filed its answer admitting that the matters and things alleged and contained in the said complaint are true in the manner and form therein set

ployees of its customers or prospective customers or those of its competitors' customers or prospective customers as an inducement to influence their employers to purchase or to contract to purchase from the respondent, panns and kindred products, or to influence such employers to refrain from dealing or contracting to deal with competitors of the respondent, without other consideration therefor, gratuities, such as liquors, cigars, meals, theatre tickets, valuable presents and other personal property. property.

2. Giving and offering to give em-ployees of its customers and prospective customers or those of its competitors' customers or those of its competitors' customers or prospective customers, as an inducement to influence their employers to purchase or to contract to purchase from the respondent, paints and kindred products, or to influence such employers to refrain from dealing or contracting to deal with competitors of the respondent, without other consideration therefor, entertainment, consisting of therefor, entertainment, consisting of amusements or diversions of any kind whatsoever.

whatsoever.

3. Giving or offering to give employees of its customers or prospective customers or those of its competitors' customers or prospective customers as an inducement to influence their employers to purchase or to contract to purchase from the respondent, paints purchase from the respondent, paints and kindred products, or to influence such employers to refrain from dealing or contracting to deal with competitors of the respondent, without other consideration therefor, money.

(SEAL)

(SEAL)

Secretary



Out of the Blue

The resale electric appliance industry is not shouting: "Let's Go!"

It is going!

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This year the sales of electric vacuum cleaners will be three times the 1918 business. Heating appliance sales for 1919 promise to exceed 1918 figures by 400%. Electric washing machine business has tripled in the last few months.

New electric appliance business is being built over night. Throughout the United States new manufacturers, new jobbers, new retail electric shops are springing up—Out of the Blue, as a result of the kind of thinking being instigated by

Electrical Merchandising

One of the McGraw-Hill Publications

Tenth Avenue at 36th Street, New York

Member Associated Business Papers, Inc.



sense of the word.

The 600,000 subscribers that it has now and the 700,000 that are guaranteed to advertisers after the first of the year live in every agricultural State in the Union.

There is a surprising uniformity in this national popularity of Farm Life. The proportion of Farm Life subscribers in each State to the number of farmers in the State is almost the same in the leading agricultural states the country over.

Publications take on a color from their surroundings, and at first glance it may seem strange that a paper published in southern Indiana should appeal equally to the farmers of Florida and Dakota, to the boys in Texas and the girls in New York State.

But after all, is it strange? Southern Indiana is a region that blends the Yankee and the Southron, the Puritan and the Cavalier in almost perfect mixture. Here east, west, north and south meet. It is a place close to the center of American population.

And here you have the American spirit in its purity. This section is Anglo-Saxon, American born in a degree not approached perhaps by any other part of the country.

And thus the spirit of the place appeals to Americans everywhere-Americans born and Americans made, and in the making. It is the same spirit that has given its appeal to the literature of Indiana as in the work of Tarkington, Phillips, and Ade.

Farm Life is not eastern but it has something of the east in it; it is not northern but every Yankee knows it well; it is not southern, but no discussion of cotton or the negro question is necessary to give Farm Life its share of readers below the Mason and Dixon line; it is not western but the west likes its fresh vitality and vigorous humor.

Those are the reasons and the only reasons why Farm Life is the vital and fast growing national farm paper that it is today. Its appeal is universal and powerful. Subscribers come to it easily. And its advertising revenues increase steadily because the subscribers who find it editorially interesting have confidence in its advertisers.

The Farm Life Publishing Company

Farm Life Believes in Advertising



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ARM LIFE promotes the sale of its own subscriptions and its own space by the same means that it recommends to others—advertising.

The page opposite is a reproduction of a full page advertisement in the Literary Digest. It

is one unit of a campaign of full pages and double page spreads in a list that includes The Saturday Evening Post, Printers' Ink, Farm Implement News, New York Times and Chicago Tribune.

This campaign does more than merely sell advertising space and subscriptions. It creates general knowledge and acceptance of Farm Life as a farm paper of exceptional merit—as the most national of all farm papers even among those who do not follow closely the facts of the publishing world.

It makes sure that the advertising you place in Farm Life will be properly appreciated for the substantial sales cooperation that it is, by dealers and all others whose cooperation with the campaign is necessary.

Advertising in Farm Life pays as well as any of this advertising Farm Life spends its own money for.

THE FARM LIFE PUBLISHING CO.

THE JOHN M. BRANHAM COMPANY

Special Representatives

NEW YORK CHICAGO DETROIT ATLANTA ST. LOUIS

Farm Life

A NY Rotogravure section is a great source of added interest and value to a newspaper. And when, instead of mere pictures of this and that, a Rotogravure magazine is devoted entirely to moving pictures, the interest among readers and the value to advertisers is increased a hundred fold.

RECORD

Motion-Play Magazine—16 pages of Rotogravure pictures and news—free every Sunday. Circulation more than 140,000. Rates 40c per line, grading down to 30c on 52-time contracts.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO People's Gas Bldg.

NEW YORK Fifth Ave. Bldg

AND

The Graphic Newspapers, Inc.

CHICAGO People's Gas Bldg. NEW YORK 450 Fourth Ave.

How Direct Advertising Is Helping Banks to Educate the Masses

Certain Banks in New York Send Out Millions of Pieces Annually

By Edward A. Kendrick

President, Redfield-Kendrick-Odell Company, Inc., New York

A MONG my acquaintances in New York are a number of genial young men, well versed in banking methods, whose sole function it is to travel about in their allotted territory, calling upon banks in smaller cities and towns soliciting the New York accounts of those institutions. This I conceive to be direct advertising of the most direct character. That it is a profitable form of such advertising is to be assumed from its general acceptance and growing use by many of our largest and most successful banks.

The producer and seller of merchandise, whose product is susceptible of adequate description by carefully written copy and of faithful illustration by the perfection of modern methods of the printers' art, has, to a degree, eliminated the old-time drummer with his cumbersome and costly "sample trunks," but the modern banker, with his varied line of service to sell, finds them in many cases best marketed through personal solicitation, perhaps because of their intimate personal character, and the importance to them of that intangible but invaluable asset which we call "personality!"
In this use of personal solicitation, therefore, we find what I conceive to be the first and most forceful manifestation of direct advertising in the banking business.

Closely seconding personal solicitation as a means of direct advertising for banks, comes the use of various kinds of printed matter. These may be letters, blotters, circulars, booklets, folders, mailing cards, maps, broadsides, envelope enclosures, poster stamps, house organs, etc. In the time allowed for this discussion it is impossible to enter into a detailed analysis of these forms of direct advertising as to the method of their preparation, their relative value and the results of their use.

In all direct advertising the careful preparation and constant upkeep of the mailing list is a factor of prime importance. You cannot, obviously, sell banking service or securities to dead men or to defunct corporations; but per contra all the "live ones" are fit objects for your solicitations through direct advertising methods, subject only to the natural limitations imposed by the kind of business you are seeking and the bounds of the territory you aim to cover.

Every person from infancy up, every head of a family or of a business, whether individual, partnership, or corporate, has or should have a use for and interest in some form of banking service.

EDUCATION IN THRIFT

We are hearing much in these days of the need of thrift, econ-omy and saving. It is hardly con-ceivable that the banks for savings could do any finer and bigger work for the coming generation than to see to it that every infant born to swell the ranks of American citizenship starts life with a bank account, if the initial deposit is not more than one good American dollar. What a mailing list could be furnished for this campaign by the Bureau of Vital Statistics! The desire to save and accumulate is well nigh universal, and that people generally are quick to respond to intelligent suggestion along this line is evidenced by the fact, lately cited by a

Portion of address before Financial Advertisers, at New Orleans Convention A. A. C. of W. prominent bank official of New York, that "by the use of a single device before the war a number of banks increased deposits within a year by some two hundred millions."

The functions of direct advertising are mainly educational. We have been declared by a leading authority to be a "nation of economic illiterates." This statement comes from one who ought to know, and none may gainsay

his utterance.

Upon you who direct the advertising efforts and influence the advertising policy of our banking institutions devolves the responsibility of changing this condition -the destiny of our race and the permanence of our institutions depend in no small degree upon the solidarity of the economic foundation upon which we build. The ravages of political corruption, social unrest, moral decadence, and all the other forms of evil tending to undermine our national life may be arrested by our proper guidance along the lines of economic effort. The best guarantee of peace is prosperity rightly acquired and properly used. Virtue thrives best in the rich soil of economic security. To this end it is your high function to point the way.

The Guaranty Trust Company of New York during the year 1918 distributed 3,843,392 booklets and pamphlets, covering 158 different subjects, to mailing lists compris-ing some 350,000 names. Through proper classification of these lists, the distribution is so controlled that each publication goes only to those likely to be interested in its subject matter. Each issue deals with some important phase of industrial life or some great economic problem. Their purpose is principally educational -their distribution is direct and timely-their result, none can estimate, but it is safe to say that they are productive of great good will for their source and highly efficient along the lines of industrial and financial education.

To enumerate the list of subjects covered by these publications would take more time than is at our disposal. It is safe to say, however, that they leave untouched few, if any, of the vital problems of a general character confronting the world of business during the period which they cover.

It is illuminating also to know something of what is being done in the way of direct advertising by such an institution as the National City Bank, and I am permitted to quote the following from the general report on the National City Bank's direct advertising from September 1, 1918, to Sentember 1, 1919.

to September 1, 1919.

Practically all of the National City Bank's advertising may be classed as "direct." Space in newspapers and magazines is purchased only to the most limited extent. The comptroller's statement is presented, by means of display advertising, in various newspapers throughout the country, each time it is called for in Washington. Save in rare cases, where special financial editions are issued, no other newspaper advertising is being done at the present time. We have a few magazine contracts.

BANK HAS FIVE IMPORTANT PUBLI-CATIONS

The bank issues and distributes, free of cost, five regular publications, with a total yearly circulation of more than two million.

1. "The Bulletin," published in English, Spanish and French, circulates more than a million and a quarter a year. It is issued monthly. In it are discussed general business and economic conditions, problems of exchange and Government finance (our own and foreign). Current economic and social phenomena are analyzed and explained. "The Bulletin" is the most widely read of the bank's publications. New requests from those who wish to be placed on the mailing list are being received at the rate of more than 500 a month. Four South American branches of the National City Bank are preparing to issue similar publications, analyzing economic conditions in Brazil, Argentina, Chile and Uruguay.

2. "The Americas." This is a monthly illustrated magazine, which seeks to bring about a closer relationship and understanding between business men in this and in foreign countries who are engaged in exporting and importing. About 342,000 copies are distributed throughout the year. The magazine contains articles on the various phases of foreign trade, trade reports from the bank's representatives abroad, articles giving commercial and his-torical surveys of foreign countries, surveys of international industries, etc.

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3. "The Foreign Trade Record." A mimeographed report, issued weekly by the Statistical Department, analyzing trade statistics and presenting germane facts regarding the exportation, importation, production and consumption of specific articles which

enter into international commerce.

4. The "Blue Sheet." A mimeographed report, issued weekly by the Foreign Trade Department, setting forth specific opportunities for American producers to find markets abroad.

5. "Number Eight." This is the house-organ of the bank, city company and the International Banking Corporation, giving news and articles of interest to the organization's immediate family ard friends. It has had a general outside distribution of some 4,000, but is henceforth to be an internal magazine only.

Aside from these five regular publications, some 200,000 copies of the bank's statement are mailed out each year. At irregular intervals announcements of new branches are sent out to some 20,000 names.

Informative material which the bank wishes to place before these on the outside, but which normally needs treatment in more detail than the limited space of our magazines will permit, is presented in special booklets, which we designate as "special publications." The distribution of these varies according to the interest of the material treated. One booklet, for instance, might be of interest only to the residents and

business houses in one or two Federal Reserve districts, and its distribution would be limited to that territory. On the other hand, a booklet such as "A Creditor Country," by George E. Roberts, aroused interest both at home and It was printed in French and English, and was given a distribution of more than 80,000. Other of the bank's special publications which have been in general demand during the last year, include "Causes Underlying the Social Unrest," by Mr. Roberts; "Reconstruction," by Mr. Vanderlip; "An Introduction to Foreign Trade;" "A Handbook of Fi-nance and Trade with South America;" the different pieces of literature dealing with acceptances and the recently issued book on Cuba, a country in which the bank has more than a score of branches.

A BANK'S SPECIAL PUBLICATIONS

A complete list of the special publications that have been issued during the past year (September 1918-1919) follows:

"A Creditor Country" (French and English), by Mr. Roberts. "Causes Underlying the Social

Unrest," by Mr. Roberts,
"Thrift and Business," by Mr.
Schwedtman.

"American Manufacturers' Hour of Opportunity." "Reconstruction," by Mr. Van-

derlip.

"American Banks in Foreign

Trade."
"Prices Yesterday, To-day and

To-morrow," by Mr. Austin.
"Future of International Finance."

"An Introduction to Foreign Trade."

"A Handbook of Finance and Trade with South America."

"Acceptances, including Regulations and Rulings of the Federal Reserve Board."
"Cuba."

"What You and I Must De Now to Make Business Good." "Progress in the Development

of Trade Acceptances."
"Preparedness," by Mr. Schwedt-

"The War and Its Effect on World Trade," by Mr. Voorhees. Thus, including the regular publications, the special publications, bank statements and branch bank announcements, the National City bank has issued, during the past year, approximately 2,500,000 separate pieces of literature.

A review of what is being done by the banks in the way of direct advertising reveals so much to commend that there would seem to be left little room for criticism or suggestion, even if these were in order from such a source. may, perhaps, be pardoned if I emphasize the importance, from the standpoint of the future, of inculcating the principles of thrift and encouraging habits of saving among the younger generation. Banks advertise specifically for accounts with women-why not accounts with their sons and daughters? If it be true that "as the twig is bent so is the tree inclined," is it not worth while to do some educational work among our young people in the ways of banking practice?

In the inevitable readjustment of the relations of capital and labor is offered to you a marvelous opportunity to do, through the medium of direct advertising, a great work in directing and developing a sound and safe public sentiment. A great reapportion-ment of the world's wealth is now in process. Thousands of wage earners whose means have hitherto been barely sufficient for the sustenance of themselves and their families are now coming into possession of means far beyond these requirements. this new wealth be spent in riotous living through foolhardy indulgence, or shall it be conserved and augmented by thrift and industry?

Must the wage earner, drunk with power, use his newly acquired wealth for the destruction of industry, or is it to be devoted to the upbuilding of that industry which has made its acquisition possible?

Through direct advertising to our wage earners much may be accomplished toward the development of habits of thrift, which alone can meet this condition. Are we to witness in this country the establishment of a system of industrial democracy as a solution of our labor problem?

In these comments on direct advertising for banks, more time has been given to its substance than to its distribution and the form of its presentation.

It is obviously desirable that such advertising should convey its message in a form as brief and direct as will make it readable and easily understood—that in expression it should be simple, direct and dignified. Its primary purpose is to be read; its ultimate purpose is to be understood and acted upon. If it succeeds in these it succeeds in all. If it fails in any one of them it fails in all.

In the form of its presentation it should express sincerity and simplicity with a dignity worthy of its source and its subject.

Make your direct advertising matter your advertising; in substance and form let it be always unmistakably expressive of the institution you represent!

What Business Papers Offer Ad Man

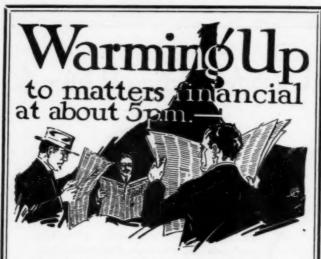
Few of us realize the tool we have in the successful business-paper organization. These papers have research departments and their field work comprises a human reference library to which the advertising agent is welcome if his intentions are serious and sincere. Very few of us seem to realize this fact and make the most of this mine of information at our disposal.—Robert Tinsman, president Federal Advertising Agency, Inc., New York, addressing the New Orleans Convention,—A. A. C. of W.

Boston Advertises for Police

The city of Boston, Mass., has been using paid advertising in newspapers throughout Massachusetts in order to recruit a force to take the places of its striking policemen. The advertisements invite veterans of the Army, Marine Corps and Navy to take the police examinations.

Canadian Press to Hold Annual Meeting

The Canadian Press Association, Inc., will hold its sixty-first annual meeting, originally planned for June 5 and 6, 1919, on November 27th and 28th in Toronto.



"J. H. M."—is a typical Milwaukee business man with a nose for financial news. Every afternoon about 5 o'clock he forgets the hum-drum of his day of activity and "warms up" to happenings in the world of finance. He's formed the habit of regularly turning to the market page of The Journal—for he is a discerning type, who finds in The Journal only information that can be considered in every way authoritative—whether it be news or advertising.

Now "J. H. M." is just the average Milwaukeean—intelligent, clear minded. There are thousands like him—potential personages to a man. They prefer The Journal because it is the only newspaper published in Milwaukee that gives all the closing prices, all the curb and bond news by telegraph on the New York market—the one paper that is ably edited according to the highest metropolitan standards.

The Milwaukee Journal

Supreme in Milwaukee-Dominant in Wisconsin

H. J. GRANT, Publisher Special Representatives O'MARA & ORMSBEE, Inc. New York and Chicago R. A. TURNQUIST, Advertising Manager LONDON OFFICE 34 Norfolk Street, Strand W.C. 2

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Good Printing Depends



You wouldn't ask a carpenter to saw iron with a rip-saw. Yet it's no harder than trying to get good effects by printing fine-screen halftones on unstandard surfaces. If buyers of printing would only realize that printers work with tools, just as other mechanics do, what a vast number of disappointments would be avoided!

Give your printer the material on which his tools—his presses, plates, and ink—can work effectively. Let him have the paper with which he can get results. Don't limit his success or hide his efforts with paper chosen for largely superficial reasons.

You know fine printing. You've seen it in expensive de luxe catalogs. And you also know the newspaper class of printing. They're the two extremes. Now, between them there are thousands of grades of printing. Yet these thousands of grades of printing can actually be shown to the best advantage on about a dozen different grades of paper—the Warren Standard Printing Papers.

BETTER PAPER - BETTER PRINTING

Mostly Upon Good Judgment



The Warren Standard Printing Papers comprise glossy, dull and semi-dull coated papers, antique papers, super calendered and machine finish book papers, and papers for offset and lithography.

How are you to know what paper is suitable for a definite type of printing? One way is to study Warren's Paper Buyer's Guide.

This book was compiled by S. D. Warren Company to remove the uncertainty of ordering the wrong printing material. In it are shown examples of every type of book paper printing in favor today. Those who heed its teachings run little risk of having a poorly printed job on their hands.

Warren's Paper Buyer's Guide may be seen at any of the public libraries of the larger cities and at the offices of any paper merchant who sells the Warren Standards.

S. D. WARREN COMPANY BOSTON, MASS.

BETTER PAPER - BETTER PRINTING

The Modern Method of Retouching Photographs

The Wonders That Are Worked with Still-Life Studies of Inanimate Objects.

By W. Livingston Larned

NOT the least of the improve-ments that have come with the new order of things in advertising and its embellishment, is the spirited method of retouching photographs.

The old-time school finds little sympathy, even with the conservative compiler of illustrated cata-

logues. Perhaps one good reason why his kind is dying out is that his working principles were at fault.

When he had done with his retouching you saw the object through the eyes of a mechanic. Sentiment was lacking. He had polished and smoothed out the last vestige of character. Such drawings invariably pleased a mechanical engineer, but the advertisement or catalogue reader re-

mained unresponsive.

By the old process, if the reproduction, say, of an automobile engine, was desired, there were several set and inflexible rules. First a photograph was made in reduced form. This print left something to be desired. Values were lost and lighting might be faulty. Then again, the retoucher sometimes made drawings from diagrams, blue-prints, etc.

An artist, trained to this peculiar and exacting trade, and with no creative ability whatso-ever, tacked that print to his drawing board and painstakingly sprayed paint over it where he thought paint was needed. Round surfaces were made very round. Every last atom of detail was drawn in or blown in, as condi-

tions made necessary.

Even a fast retoucher might require a week of applied effort to finish one engine. Every inch of the original photograph was gone over.

An air brush is a clever little

ing" a tiny spray of paint. In order to confine this spray to given surfaces, it becomes necessary to cut "brisket paper," after pasting it down, in such a manner as to cover every part of the original, save the confined radius that is to be air brushed.

A special patented paper, transparent and of peculiar texture, is covered with what is known as "rubber cement." The latter is an adherent composition which holds the frisket to the photograph, without stain. When an area has been air brushed, the transparent tissue can be pulled freely from the print, leaving it unharmed. It

cuts easily, as well.

But imagine, on this same automobile engine, cutting out hundreds upon hundreds of infinitesimal little patches, through which paint is to be sprayed. And in order to operate the air brush, it is necessary to have a tank of compressed air, with a gauge, rubber tubing and other complex paraphernalia. In a tiny metal cup, on the instrument he holds, the artist must pour brushfuls of mixed color.

IN THE EYES OF THE PRESENT DAY

There are still uses for the old school of air-brush work. We do not wish to minimize its utility or its astounding virtues. But, in the main, the modern trend is far, far brighter and better. In magazine illustrations, where the advertiser wishes to picture a package or a bottle or a mechanical part, it is frankly unnecessary to see those objects with coldly mechanical eyes.

This is the spirit of the new school. It is to visualize the inanimate in such a way as to give it warmth, color, life, animation, interest. The things that are not mechanical contrivance for "blow-there, rather than the detail which

is, seems to be a new law of the modern retoucher. And by this we mean trick high lights, accidental shadows, contrasts and tones.

When an object is inanimate it is inherently uninteresting, from a pictorial standpoint. Life is what attracts the eye, action, spirit, vivacity.

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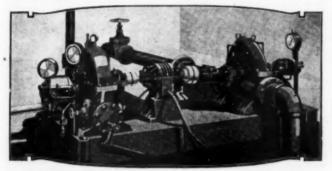
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Lighting effects can supply this deficiency.

The president of a concern manufacturing adding machines machine up in a way that will please you," he remarked. "You have been trying to put every last fragment of detail in the drawings. You have retouched it too faithfully. It's what we leave out that will realize your ambition."

The adding machine was posed in a special studio. The light was thrown upon it in a certain melodramatic manner. Its polished surfaces caught innumerable strange reflections. Other areas were almost lost in shadow.



ELIMINATION OF DETAILS, MASSES OF BLACK AND BOLD HIGE LIGHTS CHARACTERIZE
THIS MODERN ILLUSTRATION

took an interest in all features of his extensive advertising. No artist had ever been able to please him when it came to reproduction of his machine.

"There's something missing," he would say, "admitted that you have the detail correct in every way, and have worked over a photograph, the thing doesn't seem to have any go; it's flat and dull."

Then the retoucher would argue that everything had been done that could be done. The machine had been reproduced exactly as caught by the camera. Errors of omission were out of the question. The camera never lied.

And still the exacting manufacturer expressed his dissatisfaction.

His machine was always a disappointment as it appeared in the advertising.

Along came a retoucher with imagination and a fair share of modern tendencies. "I can fix that And, working on this print, as a foundation, the artist retouched, not mechanically, but artistically. He produced a result that approximated what the average eye would see: the eye that never peered into corners and sought complex methods of manufacture. It was the adding machine, idealized, just as the maker of photographic portraits leaves something to the imagination, and shrewdly stages his subject.

And the manufacturer was delighted.

Now there is no dark and deft mystery to this. It simply means that the expert retoucher of the new school is very much a real artist by instinct. He paints rather than retouches. When a broad area is to have an absolutely smooth or softly graduating tone, the airbrush is necessary. To float such tones in with a brush would be impossible. Such surfaces must

be sprayed in. But imagination and genuine art is required to introduce the innumerable trick high lights and to omit detail where eliminating it means simplicity and stunt effect.

It often costs as much-or more -to secure a design of this character than to have a figure artist tion. Just as much skill is es-sential.

Some accounts go further than clever retouching of photographs. Tracings of facsimile prints are made and these "worked over" by the artist in semi-photographic techniques. Big Ben clocks were handled in this innovational way, years back, and perhaps set the pace for all that followed.

RETOUCHING OF MIDVALE ENGINE COMPANY'S ADVERTISEMENTS

The very latest addition to the school is a series of still-life studies of machinery originated for the Midwest Engine Com-pany. We consider these deserving of special mention and crown-

ing honors.

They are photographically cor-rect as to detail, yet much of the detail has been entirely omitted and concealed by bold masses of solid black. Pure white highlights, often cut from the plate by hand-tooling, make metal surfaces shine and glisten brilliantly. One does not even miss the presence of human figures. These machines "live."

In much the same spirit, recent Packard drawings of engines are marvels of retouching and technical skill. In fact, they are not retouching jobs at all, but rather they are paintings, mechanically

correct.

This art is not confined to machinery, for cartons, bottles, cans, packages of all kinds, furniture, and a wide range of devices are so treated with conspicuous suc-

cess.

Never allow an artist to tell you that inanimate objects cannot be made animated-after a fashion-and that they must forever remain cold and drab and uninspired.

Western Reserve Advertises Ad Course

The Cleveland Advertising Club has formed a connection with Western Reserve University and will henceforth conduct the University's advertising course, which was established several years ago. The new arrangement went into effect last April, but no statement concerning the fact was made. ment concerning the fact was made then, for the reason that the officers of both organizations wished to find out, before making any announcement, how the plan was going to develop on the practical side. The results have been so satisfactory that there is no longer any reason to be in doubt concerning the advisability of making it known. the advisability of making it known. An advertisement published by the Cleveland Advertising Club announced the beginning of the fall term on September 24, and stated that university students taking the course will receive credit toward degrees.

Classes meet on Monday and Wednesday evenings in the Advertising Club's rooms. Charles W. Mears, president of the Cleveland Advertising Club, is dean of the school, and Mr. Mears, C. H. Handerson and L. E. Honeywell constitute the faculty. The Mears, tuition is \$100 a year, except for members of the Cleveland Advertising Club, to whom a rate of \$75 is made. The present class is made up of about 150 students, men and women, whose ages range from 21 to 60 years. The course is covered in three semesters of

course is covered in three semesters of three months each.

The Advertising Club of Syracuse is said to be considering the advisability of establishing an advertising school similar to that which is in operation at Cleveland.

New Accounts of the Fred M. Randall Company

The Fred M. Randall Company, The Fred M. Kandall Company, advertising agency, Detroit, has obtained the accounts of the Himelboch Company, Detroit, women's garments, and Mrs. Grace Osborne, cakes and recipes, Bay City, Mich. Women's publications will be used in the advertis-

ing campaigns which are to be taken for these two accounts.

This agency has also secured the accounts of the Dayton-Dowd Company, of Quincy, Ill., manufacturer of tractors, and other farm implements, for the account national weeklies and tors, and other tables and weeklies and farm publications will be used; the Burgess Electrical School, and the Radiolite Company, both of Chicago.

Beckman With Monitor Stove Company

James W. Beckman, who has been a member of the editorial staff of the New York Globs, is now with The Monitor Stove Company, maker of "Caloric" Pipeless Furnace, Cincimati, O. He will assist in the advertising and merchandising plans for the "Caloric" Pipeless Furnace.

Employees' Good Will Basis of This Advertising Appeal

Fred Medart Mfg. Co. Sells Steel Lockers on Ground of Their Advantage to Workers in Office or Plant

By James E. Darst

THE value of a product as a means of creating and holding the good will of employees is not a new form of advertising appeal but one that has increased potency in these days of uncertainty in industrial relations. The Fred Medart Manufacturing Company, of St. Louis, has proved this in seeking a broader market for its steel lockers.

It is selling its product to employers, not on the ground that steel lockers will be of direct advantage to them, but that the lockers will be of principal advantage to their employees. It is not selling the employer a piece of office or factory equipment, but selling him good will of his working force, so to speak.

The Medart company has made steel lockers for the last ten years. They were formerly sold chiefly to schools, colleges and gymnasiums.

A year ago the officers of the company decided that they had been limiting their own field—that they might as easily sell to the thousands of offices and factories throughout the United States. This brought them to the brink of a national advertising and selling campaign.

Now, the company had advertised during the nine previous years principally to schools. They had used trade papers that circulated among school board members, teachers and principals. They had used copy designed to impress these prospective buyers with the excellence of locker construction.

When they decided on national advertising, a different problem loomed, Competition was stiff. A new form of appeal was needed.

The new argument was along these lines:

Steel lockers are bought by one class of men for another class to

use; in other words, the employer buys and the employee gets most of the benefit. Therefore the benefits of steel lockers in a workshop, factory or office accrue to two classes—the employer and the employee.

The employer benefits because steel lockers add to the neatness of his factory or office, lessen chances of theft or fire, and make the place more sanitary.

The employee benefits because he receives a place for private storage; a place to keep personal belongings away from thieves, practical jokers, dirt and accidents.

Here then were the sales arguments. Once a man's interest was aroused in them, construction and beauty of a particular locker could be talked.

The advertising agents decided on a process of elimination in the selection of the selling point they would feature.

They came to the first of the arguments—neatness. All right as a secondary argument, but a little far-fetched. Fire and theft prevention—not strong enough or new enough. Sanitation—an old theme perfectly sound in this case, but a theme that has been over-played.

THE NEW APPEAL

Coming to employees' benefits, there was the argument of the employees' pride in a place to call their own. Here was a new argument and a perfectly sound one.

The advertisers felt that a new era has come about in industrial relations. They felt that modern business is interested in their employees' welfare not only for the selfish reasons of increased efficiency and productiveness, but also because good will is a pleasant thing to have around. The modern boss knows his employee

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is human. The advertising agency received answers to a questionnaire sent to hundreds of big employers indicating that the modern, alert, progressive, large employer wants to know what his employees want and wants to give it to them.

The advertising was laid out so that instead of telling the employer that it was to his advantage to buy steel lockers, it told him that it was to his employees' advantage primarily, but that the employee would appreciate the thoughtfulness by giving back good will.

There was little chance for "ef-ficiency" copy. It would sound a trifle far-fetched to say that an employee did better work at the lathe because he knew that his coat, containing the rent receipts was hanging in a safe place. Or that the cash girl would be more alert in scampering about the store if she realized that her new hat was safe from the errand boy's wit. Something in the argument, but not enough.

This is a sample piece of the copy as it finally emerged:

GETTING EMPLOYEES TO PUT THEIR HEART IN THEIR WORK

To foster harmony—encourage loy-alty—maintain production—these are the big problems in the industrial world to-day. What is needed is the personal touch—mutual co-operation—a sincere study of the individual needs and wel-fare of the workers. Providing em-ployees with Medart individual steel ployees with Medart individual steel lockers in which to keep their belongings during working hours is a thoughtful act that meets with instant appreciation. It makes each worker feel that something has been done for his personal comfort and convenience—and that he really "belongs" and is a part of the works.

All the copy follows this theme. In addition, a series of ten booklets has been prepared for a se-lected list of prospects. They carry such headings as: "Where Do We Put Our Things?" and "Doing Things Right," and "Let Our Engineering Department Help You."

There was no chance in this campaign to tie up retail dealers with the copy, for the product is sold by some forty agencies in as many cities. The tie-up is effected by listing the Medart name in all telephone and city directories, so

that anyone interested in the copy can look up the name and telephone. Coupons are used in publications that have a particular appeal to owners of factories or managers of offices.

The coupon brings a booklet that goes into the details of construction and all the other secondary sales arguments. The prospect's name and address is then sent to the agency in his town.

So far the mediums used have included half a dozen business papers and several national publications.

Satisfying results are traceable to this campaign. Sales have leaped and the percentage of large contracts has increased noticeably.

An Old Problem In Terms of Potatoes

The problem of getting the shopper to go from the main streets into the by-paths has ever been with the retailer. Argument upon argument has been put forth, and advertised. Recently an old argument, attractively dressed, has come out of Kansas City. In an advertisement which contains a map of the retail section of Kansas City, the Logan Jones Dry Goods Company of that city shows the shoppers in terms of potatoes, why the main streets should he avoided, as follows:

follows:

"If the buildings were removed, no "If the buildings were removed, no doubt as many potatoes could be grown to the acre at Seventh and Main Streets as at Eleventh and Main Streets. The soil is as rich in one spot as in the other. The potato grower at Seventh and Main Streets, however, could afford to sell his potatoes at a much lower price than the one at Eleventh and Main. Why? Because the land at Eleventh and Main streets is held at ten times the price the same amount of land can be price the same amount of land can bought for at Seventh and Main streets, so ten times the rental must be paid to the landlord. Unless the be paid to the landlord. Unless the potato raiser at Eleventh and Main streets could sell his potato crop at fabulously high prices he would be in danger of having to give the landlord his entire potato crop—and then some—to pay his rent on the high priced land at Eleventh and Main. The potato raiser at Seventh and Main street could sell his potatoes at a reasonable price, pay his landlord the modest rent and still make money."

Trust Company Campaign The advertising account of the Pru-dential Trust Company, Boston, has been obtained by the Boston Publicity Bureau, also of Boston. A campaign in which newspapers of New England will be employed is planned.

How Much Should a Salesman Know?

Runkel Brothers' Answer to an Oft-Asked Question

"IS it better for a salesman to know all there is to know about the goods he is selling? was the question brought up the other day by the sales manager for a well known line of specialty fabrics. While many arguments have been advanced by experts in salesmanship for a proper and thorough knowledge of the merchandise to be sold, this sales manager from his experience holds a contrary opinion.

"Our sales policy," he said, in support of his novel theory, "is to keep our salesmen just as meagrely informed about the product they sell as is consistent with the sale of the merchandise. By that I mean that if the salesman knows the weight of the fabric, the price, and in general what it is composed of, he has enough information to carry him along.

'Just take an incident that once happened in my own case," he continued. "I went into a tailor shop and picked out a piece of imported goods that looked like an exceptionally fine fabric. I knew there was cotton in it, but the manipulation was so excellently done that I did not consider it a drawback. I had the cloth made up into a suit and in a short time I might just as well have been clothed in a burlap bag. There was 70 per cent cotton in the goods, it turned out, where I had imagined the cotton did not amount to more than 50 per cent. The tailor who sold me the goods, however, did not go into details concerning the construction of the cloth and, if he had, I most certainly would have picked some-thing else. I don't think it was quite the right thing for him to pass off a piece of material like that on me, but his selling method was quite correct in that he let me form my own opinion without the aid of a whole lot of data to make me change my mind."

The foregoing is quoted in "Team Work" for what it is worth, and, in our humble opinion. it is worth very little. It is just such methods of the Magician School of Selling that should be

spiked.

This superficial (and obviously very young) sales manager ruins his own theory in the very illus-tration that he uses. If he considers that to sell knowingly a suit of clothes containing 70 per cent cotton without the buyer being forewarned is good salesmanship, then what would he think of the more heroic method of the blackjack at midnight? But such imbecile theorizing doesn't really deserve an answer if it were not that all too many products in the specialty line nowadays are projected in much the same manner.

Speaking for ourselves, we hope that our salesmen are students of the industry in which they earn their living. We hope that they are capable of answering any reasonable question that might be put to them with regard to our products. And we hope that the minute they feel there is a better product than ours they will send in their resignations for their own sake quite as well as for ours.

And so to the query, salesman know too much?" we reply with every ounce of emphasis that cold type can convey: "He can never know enough!"-Runkel Brothers "Team Work."

Procter & Gamble Company Builds Pulp Mills

The Procter & Gamble Co., Cincinnati, through one of its subsidiary companies, the Buckeye Cotton Oil Co., Memphis, Tenn., will build two paper pulp mills: one at Memphis, Tenn., and one at Augusta, Ga. Each mill will have a daily capacity of seventy-five tons of chemical cotton pulp manufactured from cotton linters into a high grade pulp for shipment to northern mills to be made into paper.

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Share These Results in





Selling the Iron, Steel & Metal-Working Industries.

Send for the booklet that tells, in their own words, why more than 2,000 advertisers use The Iron Age to market their products or services year after year in the iron, steel, foundry, machinery, automotive, shipbuilding, farm implement and other metal-working industries.

This booklet, "Letters of Appreciation from Our Advertisers", is a compilation of 45 of the many letters we are constantly receiving. It presents the first hand experience of successful advertising power valuable to any firm whose products or services are used in the metal-working fields and who wants to reach more important consumers at less expense.

Send for your copy today.

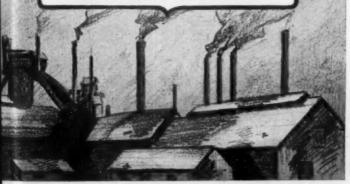
Let us send you also our "Buying Units" booklet which pictures the plants of 140 typical subscribers. See advertisement in October Printers' Ink Monthly describing this book.

THE IRON AGE

The World's Greatest Industrial Paper.

239 WEST 39Th ST. New YORK CITY.

Charter Member A.B.C and A.B.P





Advertising Illustrations

may speak to a small and selected clientele or to millions of readers.

To each, the illustration must present the article advertised in the manner which creates the most favorable impression.

Hawtin Studio illustrations combine the effectiveness of carefully studied technic with the practical value of intelligently worked out selling appeal.

HAWTIN ART STUDIOS

19 South Wells Street



CHICAGO

The Banker an Aid to Motor Truck Selling

Campaign Now Being Conducted to Encourage Him to Recommend Automotive Equipment to Farmers

A DVERTISING motor trucks to a banker seems at first sight rather a far fetched proposition. The banker probably would need a truck if he had to cart all his money around. But he tries to keep as far away from this as possible. Usually a husky messenger carrying a substantial bag and escorted by an important looking special policeman can do all the money delivering that is

necessary or feasible.

But the Mutual Truck Company, of Sullivan, Ind., has started to advertise its motor trucks in a bankers' magazine. The object of the advertising is to sell the banker on the benefits that would come to the business of his town in general if motor trucks were used to a greater extent, especially by farmers. The banker is encouraged to talk motor trucks to farmers with the object in view of building up for the bank a business in handling the buyer's paper and his remittances. The bankers also are asked to recommend local dealers whose credit is beyond question.

This kind of advertising is courageous at any rate. Also it is of the refreshing type that seemingly does not expect the business to come rolling in almost as soon as the paper is off the press. Advertising to one man so that another may be reached-this is what the campaign amounts to. Likewise it is a decisive recognition of the publicity principles set forth in PRINTERS' INK to the effect that advertising is something more than the printed word. If the Mutual can spend some money in advertising to bankers and as a result get the bankers to talk its trucks to farmers, then it is getting to the farmers with a vengeance. The company believes its message to bankers will have a strong effect in supplementing and making stronger the presentation

that will be made directly to the

farmers.

'If we were selling gasolene engines or hay loaders," said an official of the firm, "then it would be altogether superfluous and a waste of time, energy and money to bother the banker. The farmer knows the benefits of a hay loader. All that remains is to sell him on the specific article and not upon the proposition in general. The same thing is true in many another item of farm equipment.

"But when it comes to selling the farmer a motor truck this is hammering pretty hard at tradition. The farming industry in all its branches is going to be a little hard to educate in this particular. Once get it educated, though, and you will have a fruitful field. We are going to follow up this presentation by some advertising in the leading stock-raising and farming publications. The matter of motor trucks for the farm will be treated in a highly intensified and specialized manner. In other words, the appeal will be made straight to the farmer without reference to anybody else.

Speaking of specialized appeal, this really is the unique feature of the present advertising campaign that is being carried on in behalf of this make of truck. No mediums of general circulation will be used. The advertising will appear in class publications ex-

clusively.

"The object in this," said the man in charge of the advertising, "is that we may be able to talk to each industry through its industrial trade papers in the terms of the peculiar and distinctive haulage problems of that particular industry. The motor truck must be adapted in its form of body to meet a great variety of industrial uses, being quite different in this respect from many other classes of machinery.

"By taking all the heavy tonnage haulage industries of the United States and varying our advertising campaign in the leading trade and technical publications which are read by the executives in these industries, we expect to build up for every local dealer advance interest and preference for the Mutual truck among all the industries that surround him in his territory. In other words, we work up a highly valuable good will for the local dealer in our trucks. The presentation to each industry, you understand, will be specific. In this way we relieve the dealer of the necessity of making the specific and expert appeal to the various classes. With the good will thus established it will be a comparatively easy matter for the dealer to come along with his general advertising, hooking up his name with the good will that had been created by use of the dealer publications.

Necessarily this implies the closest kind of co-operation with the dealer. He is the particular link of the chain that many times breaks the connection between advertising and actual selling.

The Mutual company in full recognition of this important fact is going to make a strenuous effort to see that its dealers follow it through vigorously and correctly. The local part of the campaign will be thought through in A, B, C detail and the most complete di-rections given as to its carrying out. The plan is to harness the local newspaper with the other mediums in a way that will enable each to give out its very best, thus making the advertising structure complete.

Before starting out on a specialized advertising campaign of this kind in which efforts are made to address practically one hundred per cent audiences it is essential that the proposed sales territory shall be searched for facts and figures relative to each specific industry that is to be cultivated. Otherwise the advertising volley may be of the shotgun rather than the rifle shot kind. It is needless to add that the Mutual company has made this preliminary survey.

Bok Resigns Editorship of "Ladies Home Journal"

Edward Bok, for the last thirty years editor of The Ladies Home Journal, Philadelphia, has resigned the editorship of that publication. His resignation has been accepted by the board of directors of the Curtis Publishing Company as effective on January 1, 1920. H. O. Davis, of Los Angeles, Cal., who has been managing editor of the publication for the last six months, will succeed to the editorship of the magazine. Mr. Bok remains a member of the board of directors of the Curtis company.

Mr. Bok, in a letter to Cyrus K. Curtis, gives the following reasons for

his resignation:

this resignation:

"No one knows better than you how sincere has been my desire that at the close of my thirty years' editorship of the magazine I should be allowed to retire from the insistent demands of the position, so that I might have more leisure to enjoy the fruits of my labor while I still have the full health and capacity to enjoy them. No other reason could induce me to sever my editorial connection with the magazine which has meant so much to me except this desire for freedom on my part and the knowledge that I leave the magazine in its firmly established position."

Whole County Has Blackboards for Classified Ads

County Agent J. B. Steele, of Gaston county, N. C., has found that an ordinary blackboard is valuable in

ton county, N. C., has found that an ordinary blackboard is valuable in marketing surplus produce. At thirteen different points over the county he has placed blackboards which are divided in two parts, one-half being headed, "I Want To Sell" and the other half, "I Want To Buy."

When a producer has something to sell he goes to see the man in charge of the nearest board. The man in charge writes on the blackboard what the other has to sell. He also writes on a card what the man has to sell and mails the card to Mr. Steele's office. What the man has to sell is then placed on all of the other blackboards in the county. Anybody with produce for sale must answer all inquiries and notify the county agent when the produce is sold. The blackboard keepers are then notified by Mr. Steele, and the notices are taken down. Steele, and the notices are taken down. The same plan is used for the "I Want To Buy" side of each board.—
The Farm Journal, Philadelphia.

Keys Piston Ring Account With St. Louis Agency

The advertising account of the Keys Piston Ring Co., St. Louis, has been put in the hands of the Hummert-Hatfield Company, advertising agency, St. Louis. The plans of the company call for an increased scale of adverti-ing as compared with its past advertising activity.

Advertising Must Teach Principles of Civilization

The Educational Opportunities to Set People Right on Prices and Production

By H. J. Winsten

Manager, Sales and Advertising, The H. Black Company, Cleveland

NO article that has appeared in PRINTERS' INK for some time has impressed the writer so forcibly as the one in a recent issue entitled "Advertising's Opportunity," and having to do with the labor question.. We hear and read so much about the industrial problem with which we are confronted without any real contribution to its solution that the article in question should be welcomed by all men and women who are giving thought to this important question.

At present the "vicious circle," so called, which first raises the cost of living and then raises the wage which, in turn, simply boosts the cost of living another notch, seems to be in the hands of the politician and the labor leader.

The old doctrine of supply and demand is once more being treated by the paternalistic doctor. It reminds one of the days of the greenback and, later, the silver craze, when the paternalistic doctor advised the character of legislation that would make, by governmental edict, either a green-back or a silver dollar worth as much in purchasing power as a gold dollar.

And now again, we are forgetting the simplest fundamental economic laws. All the laws in the world that might eliminate every profiteer would not solve the problem as long as there are more and more people wanting more and more food and clothes and there are less and less people producing the food and clothes. Isn't it simply that we need more production, a great deal more? Now, there's just one way that we are going to get production and that is by everyone putting his shoulder to the wheel and

working. Real, honest, hard work is what has made this country what it is to-day. How are we going to get our nation to appreciate the importance of sixty minutes real work in an hour? That is where, I believe, advertising's opportunity lies.

A real campaign of advertising such as was carried on in the case of various war-bond issuesconservation of food. stamps-only on a more elaborate scale, will be the answer.

The whole world is suffering from a lack of conscientious work. Either we must get back to first principles and do a day's job, or industry, upon which civilization largely rests, will fall.

Oratorical effort, whether it be on the rostrum or the pulpit, does not reach far enough. Even editorials in our great newspapers and magazines are not sufficiently effective. A series of truly great advertisements, either pictorial or written copy or both, with "a real day's work" as the theme, ought to be published throughout the land.

These advertisements should not be addressed, by any means, to labor alone. I believe that labor would be willing to produce more at once were they sure that their combined efforts for larger production would bring commensurate reward to them.

Exploitation must be taken care The man who is not giving a square deal to labor-and that means a square deal as we view it to-day and not ten years agoought to be put in his place through this series of advertise-ments. It will avail nothing if advertising, no matter how well written, is addressed to workers who discount the honesty of purpose of the advertisement.

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Specialization Has Made Small-Town Dealer a Better Merchant

Multiple Lines Cannot Be So Complete and Therefore Are Less Attractive to Buyers

By H. E. Miles

A N article in PRINTERS' INK of September 4, entitled "Encouraging the Retailer to Sell Multiple Lines," prompts the writer to give some reasons why such a policy is generally poor business for the small-town merchant.

There is a vast difference between the small-town general store and the city department store. One is the product of modern merchandising while the other is a back number that is fast being crowded off the boards by the very things that build up the other

establishment.

While the city buyer is being trained to patronize the large store for a variety of merchandise the farmer is patronizing the best town in his community for the same reason. The best small town is the one with the best selection of merchandise, and for several very substantial reasons the small-town merchant must carry an exclusive stock for it to be a very good stock.

In the first place, his capital is limited and when he begins to stock a great variety of merchandise he soon finds himself with a little of everything and not much of anything. The effect of such stocks on the farm buyers of today is to drive them to the larger cities for their merchandise. They are constantly looking for "something better," and there is hardly a chance in the world to find it in a stock of "junk" such as is often found in the country general store.

Twenty-five years ago a certain small town was the leading trade centre of a large territory. Women bought their dress goods, trimmings, ready-to-wear garments, etc., from its general stores. Men bought boots, overalls, harness and chewing tobacco

from the same stores, and all the customers were well satisfied. To-day these people specialize in their buying. The store that scatters its lines too much is losing this business.

What kind of jewelry would you expect to buy in a shoe store? Would you buy a wedding ring there? Why not go to the jeweler

for a pair of shoes?

In considering the customer it is well to remember that he is very much like you, and if you can figure out any just reason for doing anything yourself you have some grounds for expecting the buying public to do it. But there is absolutely no more reason for a farmer to buy diamonds from the cobbler than there is for you to go to the machine shop for a hair cut.

There may be some consistency in placing a stock of hosiery in a shoe store, and still, half the customers will walk right by the stock and go to a dry goods store or haberdashery for their hose.

If every store in a small town carried everything they would all be exactly alike and the town would be a mighty uninteresting place to go shopping in. Not only that, but the combined capital necessary to stock the stores would be entirely out of proportion to the amount of business done.

The nearer each small town merchant comes to carrying an exclusive stock the better stock he can carry, the better he can advertise it and the more attractive the town will be to its surrounding

trade territory.

Charles M. Freeman and Sewell M. Osgood have returned after two years' overseas service and are now members of the staff of the Power Farming Press, Chicago.

Louisville
Is the
Largest
Loose Leaf
Tobacco
Market in
the World



The Kentucky tobacco (1) crop for 1918 was 427,500,-000 pounds, valued at \$98,325,000.00

This was one-third the entire tobacco production of the United States.

Tobacco is but one of the many sources of wealth that help in the making of Kentucky's present great prosperity

Louisville, its largest city, is the natural center of Kentucky's wealth and its commercial activities.

To profitably market your product in this section, use the advertising columns of Kentucky's largest morning circulation,

The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co. Marbridge Bldg. New York Western Representative: John Glass, Peoples Gas Bldg., Chicago Pacific Coast Representative: R J Bidwell, San Francisco, Cal.

The Shaffer Group

Louisville Herald Chicago Evening Post Indianapolis Star Muncie Star Terre Haute Star Rocky Mountain News Denver Times



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Test No. 6—With the Cost System

WITH a price per ream no higher than the price per ton for other papers of this class, BASIC BOND is obviously interesting to the printer with a cost system. To the printer without a cost system it should require no selling argument other than its price. But this is the day of cost accounting. Last cost, rather than first cost, is the criterion. BASIC BOND represents constructive economy, first, last and always. Its price, though low, includes a reasonable profit on production and distribution. There are no extras.



THE WHITAKER PAPER CO. CINCINNATI, OHIO

BALTIMORE, MD.
BOSTON, MASS.
CHICAGO, ILL.
DETROIT, MICH.
COLUMBUS, O. NEW YORK, N.Y.

DENVER, COL., (Peters Paper Co. Division) INDIANAPOLIS, (Indiana Paper Co. Division)

Branch Offices in all principal cities

Higher Quotas to Stimulate Effort

This May Be One Way of Securing the Greater Production and Distribution That the Whole World Needs

By Bevan Lawson

Marketing Manager E. R. Squibb & Sons, New York

ONE of the most practical lessons that was learned during the war period was the value of setting "quotas" for the accomplishment of the seemingly impossible. The amazing total set by the Government for each successive loan was beyond the ordinary conception of money value, and yet by the apportionment of huge quotas and the setting of a definite task, failure to reach and pass such unbelievable standards was rarely heard of from any of the districts.

Patriotism was the vitalizing motive that brought this response, but far-seeing organization was the mechanism that made these prodigious successes possible. Had it not been for the high mark that was aimed at in each centre, and tireless vigilance on the part of those who accepted responsibility to reach that mark, even the deep fires of patriotism could not have been fanned into such practical response. Pride of achievement, the spirit of emulation, the stimulus of competition and the individual sense of stern duty, all of these things were combined as an incentive to reach quotas that were the goal of accomplishment.

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When the United States realized her inevitable destiny, ships were sorely needed to carry the men and the material-ships, in almost countless numbers. again the tremendous project, so courageously undertaken, seemed to be far greater than human enterprise could possibly contract for, and yet, as though in response to a magic wand, astounding results were speedily reported. It was the setting of quotas which made possible these and other miracles performed by the classified industries.

When men try to excel they pit

themselves against other men; the strong wrestle against the strong and forget the vanquished. So, in all conditions of life, pride of accomplishment is the most compelling impulse that spurs men to do their utmost, and the joy of doing things better than others do them is a deeper inspiration than that which comes only from the prospect of material reward.

This fundamental characteristic of human aspiration has been wonderfully demonstrated in the history that has been made during the last few years. Captains of industry, men who have moved mountains in their own field, have stood aghast at seeing such daring possibilities develop into magnificent triumphs, and yet success has depended almost entirely upon the combination of human units, urged to do their individual utmost by methods which brought home to each the dependence of a prodigious task upon his personal responsiveness.

ARE SUPER-QUOTAS THE REMEDY?

The world is now returning to its pursuit of peaceful industries, many of which have increased their manufacturing capacity to such an extent that the real problem with some of them is to find markets for their super-developed With unpreceproductiveness. dented efficiency and surplus means of supplying established normal demand, the task of obtaining distribution that is in any measure commensurate with their present facilities for manufacturing is apparently insurmountable. Here is where the real organizer may profit by the great lesson that urgent necessity has taught us. Why should not the proper use of quotas bring results in times of peace as well as in times of war? Why should not the same

instincts of aggressiveness respond to the same promptings if directed and controlled with anything like the same foresight?

Admitting that the incentive of patriotism was the origin, the bone and sinew, of the impulse that brought success to prodigious undertakings and left the whole world astounded, it must be remembered that the means of carrying them out were of sterner substance than the mere vaporings of demagogues. The practical work was done by men of set purpose. The ordinary abilities of the common people were utilized to the greatest extent of their individual efficiency, and so the great machine worked with a precision that was directed by well-planned and definite supervision.

The cessation of hostilities has not robbed men of any of these common instincts. The pride of achievement, the sense of duty, the spur of competition, the spirit of the game and the hope of reward, all of these things are common human attributes which leaders of men may so co-ordinate that they will function all at one time. Combined, these impulses will weld together into an irresistible force, and yet the lack of any one of them will disturb

the perfect unison.

The setting of quotas, both in connection with production and distribution, was by no means an idea that was originated by war necessity. There is scarcely a business organization worthy of the name which has not measured its progress for many years by the standard of past accomplishment and the demands of fu-But in practure desirability. tically every such instance the prewar standard of quotas was merely an average of the normal increase that might be reasonably expected. Such quotas have not been based on the utmost capacity of speculative possibility, but in most cases they have been, and still are, conservative averages based upon previous volume, and heralded as fairly within the reach of the majority of the salesmen if not all of them. As

a result such quotas have indeed expanded business, and they have their place in all progressive programmes, but amid the opportunities in the market that confront us to-day, big business is too aggressive to be satisfied with a prospect of normal increase.

The suggestion that I am endeavoring to make is the consideration of quotas that will cause an astonishment throughout a sales organization akin to the nation's astonishment when our Government published details of the demands for unprecedented performance.

THESE MUST GO HAND IN HAND WITH HEAVIER QUOTAS

However, the mere audacity of setting a quota at a presumptu-ous mark without careful provision of means to attain it would akin to the demand "bricks without straw." managers who depend upon extraordinary sales effort alone for market expansion are doomed to disappointment, for the chief effort must be made in the executive office. The processes of sensible and sufficient partition of territories, well balanced representation in all of them, advertising that is both systematic and convincing, stimulative profit for both the wholesaler and the retailer, follow-up work, dealer helps and a liberal and trade-winning system of service-all of these, and other marketing methods calculated to win popularity for the product, are the only justification for an im-perious setting of a startling quota, and above all, the salesman's acceptance of the extreme task must be well assured by a progressive participation in the profits that will accrue at all stages of the increased volume.

It may be argued by some that there is a negative side to the setting of very high quotas because of the discouragement that may come to young and inexperienced salesmen who do not nearly reach it in practice. Such a suggestion is to be admitted, but all large bodies of salesmen are



'ET us "prospect" your business for the Dominant Idea—the vital reason for the existence of your business-the big inspirational selling idea that overcomes resistance and implants desire. It isn't usually on the surface. Let us help you dig.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."



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MUUNKIN ADVERTISING COMPANY CHICAGO

NEW YORK .

CLEVELAND

There is a Westvaco Brand for every form of direct advertising—



THE WEST VIRGINIA NEW YORK

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The following distributors will gladly give you printer's sample sheets for dummies.

The Union Paper & Twine Co., in Detroit
The Union Paper & Twine Co., in Cleveland
The Chatfield & Woods Co., in Cincinnati
The Chatfield & Woods Co., in Pittsburgh
The Arnold-Roberts Co., in Boston
Lindsay Bros., Incorporated, in Philadelphia
R. P. Andrews Paper Co., in Washington, D. C.;
Norfolk, Va., and York, Pa.
The West Virginia Pulp & Paper Co.,
in New York and Chicago

VIA PULP & PAPER CO.

for Big Business reasons

3,000 leading banks are listed as subscribers to the Magazine of Wall Street (in addition of course to many times that number of big executives).

Which means at least that many leading bank executives reading carefully* each issue of the Magazine of Wall Street.

> (*the list of authoritative articles by big men in the business world for one reason).

In many cases the final decision on large expenditures for equipment, plant addition and a long list of other items is held by such men as representing "banking interests".

Why not then talk to them about your products in advance of their decision?

Particularly when you know definitely you can have them as an interested audience.

EMAGAZINEWALL STREET

42 Broadway

New York

(Member Audit Bureau of Circulations)

made up of men of unequal abilities, and it is the part of wisdom and foresight that too great a burden is not forced upon shoulders that cannot bear it. Provided that the maximum is not out of all proportion to opportunity there will be in all large organizations men who can accomplish the seemingly impossible and thus prove that the goal was at least within reason. A valuable demonstration of the possibilities of a business is something worth

striving for.

As before stated, a great many quotas are graded on the average of general accomplishment. quota that is planned conservatively to all is bound to be unfair to both the very high and the very low men, for it does not stimulate the utmost abilities of those who are most able, while it may still be out of reach for some who are on less productive territory. The setting of quotas is too often the standard of what the executive would like the business to be. To those in authority who are in the predicament of having as the old saying goes, a wishbone where their backbone ought to be, there is no message in this article, for it is aimed only to suggest to big business the courageous setting of high quotas provided enough support and incentive can be offered to the sales staff to attain them.

TO SPEED TURNOVER

There is another side to the setting of quotas that I would like barely to touch upon, and that is the setting of quotas to buyers as well as to sellers. This feature, if well worked out, has possibility of development, although it may not be practical in many classes of business.

There are instances, say for illustration the cloak and suit business, where samples are sent out, orders are taken, and the manufacturing is proportioned to the discovered demand. Other methods of ascertaining likely demand in advance are followed in different businesses. Where manufacturers make a varied line that is competitive with other manufacturers make a properties of the competitive with other manufacturers.

facturers, and yet they have a district following, although their distribution is cut into by casual sales made by their many competitors, would it not be practical in these days when materials are so uncertainly procured, to pick out some of their products, and canvass among their customers for an estimate of their total requirement for a given period, during which the manufacturer will undertake to do his utmost to supply such customers with their maximum needs?

The proposal would entail no specific obligation on the purchaser to buy such quantities, nor would the manufacturer contract to sell either to the volume of demand or at a fixed price, but it would merely intimate intention on both sides of preferential consideration in the movement of such products, with the under-standing that the manufacturer would then feel free to secure materials in such quantities, and make such definite runs in his production that the corresponding prices would be beneficially in-fluenced. In principle there may be nothing that is entirely new to some who may perhaps operate along such lines because of necessity, but the method of such an approach may be applicable to some manufacturers who are guessing at probabilities. At least the moral effect would be to imply desire to give the best possible service, and if successful the attempt would solidify the relationship of the manufacturer with his customer for certain of his products.

May I further submit the novel suggestion that where intimacy exists between the manufacturer and the jobber, the latter might be induced to figure out a quota for his own salesmen that would justify him in placing with the manufacturer a standing order for monthly deliveries based upon the jobber's maximum calculation of stimulated distribution by his own operation of a salesman's quota.

The more recent scarcity of all kinds of material has tended to

break down the old seasonal lines, and dealers are now more inclined to get the goods when they can. Manufacturers would be glad indeed if the old seasonal limitations are never given a chance to return. A well devised quota system, made attractive by special support and trade-winning service, would be of inestimable value in attempt to change and control seasonal habit. All of this means that if consideration is given to an extension of the quota system to the outside channels of interlocking distribution, there is an admirable prospect of practical

possibility

In conclusion I will say that the setting of a quota exerts a steadying influence on all trade performances. If you start out aimlessly for a walk you will tire more quickly in a few miles of wandering than if you start out briskly for a definite point at a much greater distance-in fact the longer the journey the more stimulative is the will power to accomplish it and consequently the point where physical energy gives way to fatigue is mentally set forward with a corresponding exercise of reserve power. So it is in the attainment of business ideals. If the quota is advanced above mere endeavor, and all known methods are used to converge every instinct of set purpose so that they will unflinchingly point to success, then the degree of its practicability depends entirely upon the measure of material support and the im-portance of the reward which can be fairly provided for the salesman who makes his quota.

Japan Supreme Court Protects American Trade-Mark

A FAR'-REACHING decision on trade-marks has been rendered by the Supreme Court of Japan, in a suit instituted by the Miller Lock Company, of Philadelphia. The decision upholds every essential of trade-mark

rights guaranteed under Japan's agreement with the United States and likewise safeguards owners in every other country having similar treaty agreements with Japan.

Briefly stated, the circumstances leading up to the decision were as follows: The Miller Lock Company registered in the United States Patent Office and in thirty-six other countries a trade-mark in the form of a scroll containing the name "Miller." The date of registration in Japan was March 26, 1907. In 1916 it was discovered that the Crown Lock Company, of Tokyo, was making imitations of the Miller padlocks and stamping them with a facsimile scroll containing in one instance the word "Crown" and in another the word "Million."

Proceedings were begun in the Japanese Patent Office based upon the alleged infringement commitmitted by means of the scroll containing the word "Crown." It will be noted that this was the weakest aspect of the owner's contention.

Nevertheless the Patent Office sustained the American owners and the Crown Company appealed to the Supreme Court of the Empire. The decision rendered was favorable to the Miller Company and implied the absolute prohibition under full penalty of law, of Japanese infringement of foreign trade-marks registered in Japan. At the time the decision reached the United States, Japanese padlocks, bearing a fraudulent scroll, were invading Canada.

The Japanese have thus taken a liberal view of the Empire's trademark treaty agreement with the United States. The Court might have held that the Miller mark was to be protected only as against an imitation of both scroll and name in combination as being both and jointly features essential to the trade-mark. Instead of this, however, it considered the question to be whether or not the imitation mark, notwithstanding the substitution of different English letters, would be sufficiently close to the registered mark to cause confusion in the minds of Japanese purchasers.

Saddle stitched booklets and catalogs have a tendency to tear out between the holes made by the stitches, causing all the leaves to fall out.

This difficulty is overcome by the use of Foldwell. Foldwell is a coated stock guaranteed to fold without breaking. Your booklet or catalog will stand a lot of wear and tear if it is printed on Foldwell.

Foldwell is the ideal stock for all forms of printed advertising. Its perfect printing surface, its strength and ability to withstand

abuse have made it the favorite of thousands of users of direct mail advertising.

Protect your printing. Specify the original, genuine Foldwell. There is no substitute.



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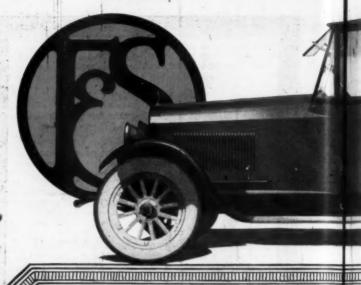
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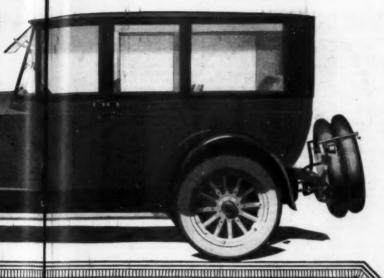
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The Beaver Manufacturing Company
The Bourne-Fuller Company
Burroughs Adding Machine Company

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The Cleveland and Buffalo Transit Co.
The Cleveland Osborn Mfg. Company
The Cleveland Provision Company
The Craig Tractor Company

Fuller &



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Landon School of Cartooning and Illustrating

National Lamp Works of General Electric Company

R. D. Nuttall Company

The Outlook Company

The Peck, Stow & Wilcox Company

Pittsburgh Gage and Supply Company

4 H. H. Robertson Company

The M. T. Silver Company

Hotels Statler Company, Inc.

J. Stevens Arms Company

The Timken-Detroit Axle Company

The Timken Roller Bearing Company

University School

The Upson Nut Company

Westinghouse Electric and Manufacturing Company

Willard Storage Battery Company

& Smith tising - Cleveland

Aim High, If Authors Are to Sign Advertising Copy

NATIONAL LEAD COMPANY NEW YORK, Sept. 25, 1919.

Editor of PRINTERS' INK:

I see the old subject of advertisements by famous authors has bobbed up again. I vote with Mr. Droke against again. I vote with a reservation of the famous author as an advertisement writer, with reservations, provided the reservations do not operate to send the whole controversy back to the Peace Conference.

Conference.

A certain definiteness as to what we are talking about should be injected into the debate. I am confident that some of our good writers of fiction or ended to the some of our good writers of fiction or sand they would be more effective than many advertisements now written by inferior craftsmen. But it would be fatal to sign the Famous Name to them.

On the other hand, an advertisement by Irvin S. Cobb or William Dean Howells as to his own experience with an article should make a good adveran article should make a good activitiement, not because these men can express themselves well, but because of their prominence. In fact, the latter is to all intents and purposes a testimo-nial and its effect would be limited only

nial and its effect would be limited only by the confidence the readers would have in the genuineness of the thing as a testimonial.

In this case, the name is the high essential. The ability to write is sec-ondary. Therefore the skilled writer element sinks out of the discussion. discussion. The name's the thing-Edison, Persh-

The name's the thing—Edison, Pershing, Peary, etc.

I took a shot at this thing in its incipiency. (I have no thought that the fact that the practice has not grown is due to my marksmanship.)

Some years ago, the late lamented Elbert Hubbard started to earn, a few honest nickels on the side by writing some signed advertisements for an insurance company, and a place prime. ace company and a player-piano.
advertisements were typical of surance the thing now being discussed. for the insurance company were headed "An Advertisement by Elbert Hub-'An Advertisement by Elbert Hub-bard." I tilted at the idea in an ad-dress before the Rochester Advertising Club and a few weeks later Mr. Hub-bard called on me at my office and we argued the thing out.

I contended, just as Mr. Droke does, that while the famous name may in-sure a reading of the advertisement as a bit of entertainment, it kills it as an

advertisement.

An advertisement should he the frank message of the seller to the prospective buyer, and anything that breaks the direct connection endangers the sale.

I would much rather have the seller come in person and tell me about the house or horse or apples he has for sale than hear a hired agent's rehearsed

story.

If a man cannot tell his story as well as a hired writer can do, for heaven's sake, at least let the hired man give me the impression that the principal is saying it.

For this reason, it would be a great mistake for an advertising agent to put a line in an advertisement saving. mistake for an advertising agent to put a line in an advertisement saying, "This advertisement prepared by the X. Y. Z. Agency." (This plan has been proposed.) For the same reason, the old dodge of writing in the first person and signing the president's name is much the better psychology. I don't say the latter is a good plan. It is objectionable on other grounds. It is objectionable on other grounds. It is objectionable on other grounds. I say it is based on good psychology and is an effort in the right direction -namely, to establish as close a com-munication as possible between the responsible parties to the proposed trans-

Now, for a prominent author to an-nounce that he is doing the writing about the article advertised breaks the about the article and does exactly what Mr. Droke says: it transfers attention from the article and the commercial transaction to the literary stunt—we are interested to see how Cobb or are interested to see how Cobb or Howells gets on at this plebeian job of describing the delectable qualities of baked beans. If he makes a hit, we applaud with glee and if he is commonplace we say: "Oh, I could have done better myself." Meantime, poor beans! Lost in the shadow. The limelight is on the Famous Author.

O. C. HARN.

H. W. Kastor, Founder of Kastor Agency, Is Dead

Herman W. Kastor, founder of the H. W. Kastor & Sons Co., Inc., advertising agency, of Chicago, died in St. Louis on September 22. Mr. Kastor was 81 years old and was a veteran of the Civil War.

After the war he started the first German language newspaper in Kan-sas City, Kansas. Later he moved his paper to Atchison, Kan., and then to St. Joseph, Mo., where he became paper to Atchison, Kan., and then to St. Joseph, Mo., where he became editor and half owner of the daily and weekly Volkablatt. He sold this paper in 1895 and came to St. Louis, where he organized the H. W. Kastor & Sons Co., Inc., of which he was president until a few years ago when he retired from business. The advertising concern since then has been conducted by R. H. Kastor, vice-president; W. B. Kastor, treasurer; and E. H. Kastor, secretary. secretary.

Lieutenant-Colonel Moore Here From England

Lieut. Colonel Harold A. Moore, M. C., British Director of Collin-Armstrong, Inc., New York, and a member of the firm of Smith, Denne & Moore, Limited, of Toronto and Montreal, arrived on the Mauretonia last week for a six weeks' business trip in the United States and Canada. Colonel Moore, who is a Canadian, went on active service in 1914 and was demobilized July 1 of this year.

A Product's Own Record Writes the Advertising

The Dunlop Rubber Company Tees Off with a Clever Idea That Happened Quite by Accident

By S. C. Lambert

AN there be a better or more convincing advertisement than the testimonial of the expert and of the product's own achievement?

How important is the associa-tion of ideas?

If, let us say, champion after champion and amateur and semiprofessional golfers in legion, have used Dunlop "Vacs" when they made their records, is this not vindication of anything the advertiser may claim

for his goods? For in golf the hall is highly im-

portant.

Championships are not won with poor balls as a rule. The player himself looms large in the mat-ter, but he will tell you that his "tools" must be fit, or he plays under a handicap.

During the war it was practically impossible to se cure Dunlop golf balls, which are manufactured Birmingham, England. This shortage did not prevent a continuation of advertising on a somewhat curtailed schedule. Some day the Dunlop would return and its prestige must be kept fresh in the minds of golfers.

Then came the armistice and the gradual return of

former conditions. Dunlop golf balls began to arrive in this country. Advertising could increase.

But what should be the tie-up, the key-note, the intensive backbone of the new campaign? A trade-mark character had been used occasionally, brought across from the other side.

This trade-mark was originally the work of an English cartoonist. who sketched it out quite informally one day, never dreaming that

it would become internationally fa-mous and be adopted as the Dunlop pictorial feature.

The · trade-mark figure could be made to furnish continuity, but he was not a very pretty little chap, his head being formed of a golf ball and his features goggly.

It was at this juncture that important news be-gan to break for Dunlop.

The famous "Vac" was associated with any number of successful tournaments. From links everywhere, word came of "Vac" triumphs. At least, Dunlop balls were a part of this success. Champions were using them.

And it was from this material that a new series of advertisements



DUNLOP VAC

olity in gulf bolls is the one emutilal que y the new where source are become through Dente "Yes" III ... \$1.00 Back DUNLOP RUBBER COMPANY, LTD.

Freedom of the Presentation ENGLAND York: T. W. MISLETT, Suite \$8048.985 Fifth A Torone During Vin and Station Guarie Co., Ltd.

ONE OF THE DUNLOP GOLF COURSE

originated. Photographs were secured of famous golf links, where Vacs were bounding over bunkers to leaderships: photographs of club houses, greens, and wide vistas, familiar to the golfer who travels a bit.

Some of the subjects were, "The Last Green at Baltusrol," "At Palm Beach, where the Cham-pions Gather," "At Ekwanok Golf Club, Manchester, Vt.," and "The

advertisement was to Each contain three essential elements, a life-size showing of the Vac ball, usually in action and reproduced from a photographic basis, the animated trade-mark figure and

Bretton Woods Course."

a true-to-life golf course scene, The artist made pen drawings of the courses in a light, decorative technique, holding down the amount of color and detail, that the half-tone golf ball might eas-And these balls ily dominate. were usually shown with "speed lines" to indicate the great rapidity with which they were whirl-ing over the course. Heretofore, the Vac had been shown inanimate and one of the most successful innovations of the series was the simple discovery that a golf ball is superlatively more interesting when tapped by a golf stick and

sent spinning. To be ready with a second idea, if the first proved unsatisfactory in any way, the Dunlop company had series No. 2 up its sleeve.

Again the power of continuity was invoked.

The second series pictured the correct strokes for certain plays, which were posed by celebrated golfers. As a copy tie-up this sensible idea was adopted: However clever your stroke or correct your position, these elements fall short of delivering results if the ball is not resilient, if it does not respond, if it fails to live up to its share of the responsibility.

Golfers are interested in anything that pertains to their own

Hence the wisdom of portraying professional strokes. The Dunlop advertising manager was able to secure authentic copy for

this campaign, and the advertisements took on almost the authenticity of testimonials from worldknown golfers.

When, in Scotland, a famous match was won by Mitchell, the English office cabled to America that Vacs were holding their own, and more on historic soil, and an advertisement promptly duced that cable. The little animated golf ball is amazingly popular over here. In England, miniature plaster figurettes have been made of it for golf club orna-ments, and these are coming into vogue in America.

A golfer tried his hand at sketching, and sent the advertising department an amusing design of the Dunlop caddie on a pedestal while players bowed at his shrine. It was made the feature illustration of one advertise-

ment.

Dunlop advertising can be kept newsy because its advertising manager is a golfer himself. And that helps as you may imagine.

More on "Less" and "Few" W. A. JONES FOUNDRY & MACHINE COMPANY

CHICAGO, ILL., Sept. 22, 1919. Editor of PRINTERS' INE:

Editor of Printers Ink:

On page 120 of Printers' Ink for Sept. 18, K. S. E. raises a question about "80 less parts" and makes the statement that it means smaller parts. To correctly convey this idea the statement abould be "80 lesser parts," and to correctly state what the advertiser really intended to say, the statement should read, "80 fewer parts." The entire statement is rather bungle-some and might better have been worded differently. some and might better worded differently. M. E. Hoac,

Advertising Manager.

Secrets of Magic in Clothing Booklet

Samuel W. Peck & Co., New York, makers of boys' clothing, desire that the boys who obtain their booklets should retain them. For that reason their last booklet deals with "secrets of magic" in addition to the subject of boxes' between

or magic in addition to the subject of boys' clothing. It takes the boys into the secret of making a walking stick stand up with-out any visible means of support; how to suspend a cup by a string, then cut the string without causing the cup to drop; how to make a derby hat float in the air; and how to blow over a card that defies others, uninitiated into the secret.

How the Proposed Jones' Law Would Strangle Retailing

The Harm of Indiscriminate Attacks on Distributors

By T. W. McAllister

Editor, Southern Hardware and Implement Journal

HE public, suffering from high prices, is looking for someone to blame. Regardless of who or what is responsible, it is the retailer who must collect these Therefore he is high prices. made the victim of a large part of the agitation and the political propaganda designed to suppress profiteering and to reduce the

cost of living.

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The world-wide economic conditions which are maintaining present price levels are well understood. However, we must lay our hands upon tangible things. There is no satisfaction in denouncing "inflation" or in pouring out the vials of our wrath upon "supply and demand." It is more gratifying to single out flesh-and-blood causes for our present ills. The man who sells us our daily bread and meat, our building blocks or our winter coat, is charging two or three times the pre-war prices. Doubtless he is a profiteer. He doesn't have to sell at any certain prices or any fixed margin of profit. No one knows what he pays for his goods. And he can set his own selling prices, can't he? Well, let's do something about it!

The Government is now in process of doing something about it. One method is the distribution of army food, and other surplus military supplies, which is now being carried on. As a practical example of what Government ownership of our food distributing agencies would mean to the public, we may point with pride to this plan, to its popularity with consumers, to the prices which are charged. Nine cents a can for peas, and our corner grocer charges eighteen! Thirty-three cents a pound for bacon, while our leading butcher openly advertises his for sixty-five! Is there any further evidence needed of the fact that the retailer is a profiteer?

The negative answer to this question is firmly lodged in the mind of the average consumer who takes advantage of this distribution of Government food. The only lasting result of this method of distribution will be to confirm the popular impression that retailers in general are taking advantage of the present situation to exact abnormal profits. For the Government did not advertise this as a plan for distributing surplus food to the needy at less than cost. No, the plan was advertised as one which would force down prevailing retail prices of food supplies

No mention is made of the fact that Government food is being sold at an actual loss. No account has been taken of the cost of storing it, of transporting it; of the clerks' time in checking it These are items in and out. which need not be revealed, for. they will be taken care of later

out of the public purse.

IF FOOD SALES FAIL, JONES BILL TO THE RESCUE

Unfortunately for our philanthropically inclined public officials, their efforts are of little avail because of the fact that the Government food supplies are but a drop in the bucket compared to the total supplies which will be consumed in the country even while this process of distribution is going on. It is evident, therefore, that some other steps must be taken to suppress profiteering and if necessary, so help us, to suppress the retailer.

The latest plan of this kind is contained in a bill introduced in Congress by Senator Jones, of Washington. This bill, which is practically the same as the one previously introduced in the House by Representative Seigel, is as follows:

"Resolved: That the manufacturer of any article produced after the passage of this act and intended to be put in interstate commerce shall plainly mark upon or attach to such article the cost

thereof.

"That every retailer of any manufactured article carried in interstate commerce after the passage of this act shall put upon or attach to such article, before sold to his customers, in plain figures the cost of such article to

him."

That this bill will receive serious consideration may scarcely be doubted, for it is the direct result of a suggestion advanced by President Wilson in his address to Congress dealing with the high cost of living. Furthermore, it has already received much favorable comment from Senators and Representatives—most of whom, no doubt, have never heard of the Arizona cost-marking plan, which came to so untimely an end last year.

At first thought it might appear that such a law, while injuring no honest distributor, would meet the present situation effectively in that it would give the freest publicity to the profits which are being asked by retail dealers. With such a law in force, it seems evident that the weight of public opinion would prevent any dealer

from exacting too long a profit.

And here is the weak point of this proposed legislation. Public opinion does not take into consideration the profit which a retailer should take, the profit which he must take if he is to continue in business. It is because of the widespread ignorance of merchandising costs and their necessary influence on selling prices that this plan is wildly impractical. Whether such a law

would suppress profiteering is open to question; for your true profiteer is not averse to public condemnation so long as he can exact his large profit from a needy public. That the law would work havoc with the retail trade, however, may not be doubted. It would force the average retailer to sell at a ruinously low margin of gross profit and at less than nothing in the way of net profit.

There are few customers who would be willing to take into consideration any such factor as overhead expense. There is a general impression that the entire margin between original cost and final selling price is clear gain

for the retailer.

Is it to be expected that the average customer would agree willingly to pay five dollars for an article which cost the merchant but four, if this cost price were made known to him? And imagine how the heavens would resound with cries of "Profiteer" were the merchant to attempt to collect forty dollars for an article which the manufacturer had sold to him at thirty? Yet in the former case the margin of profit would not suffice to pay the dealer's actual cost of handling the article, if we may consider average merchandising costs: while in the latter case, the gross profit would just about equal the overhead expense.

FACTS ABOUT TURNOVER EVERYBODY DOESN'T UNDERSTAND

The rate of turnover varies with different lines of merchandise and with different localities and it directly determines the percentage of gross profit which must be added to the cost prices of various articles. The grocer, dealing almost exclusively with staple articles of everyday use which sell rapidly the year round, has an average turnover of eight times; while the druggist, the clothier, the furniture dealer and the hardware merchant, aside from exceptional instances, are able to turn their stock but from one and one-half to four times

annually. It is evident, therefore, that the grocer may exact but one-half or less of the percentage of gross profit that is asked by the dealers with the slower moving stock.

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Furthermore, in any one store there are certain lines of staple goods which sell rapidly, which have a high rate of turnover, while there are other goods on which, perhaps because they are specialties or sell only during a few weeks each year, the rate of turnover is reduced one half or more. It is evident that the percentage of gross profit on the former goods need be but half that which is placed on the latter. In any certain store it is impossible to make the same percentage of gross profit on all classes of goods, and it would be poor merchandising practice to attempt it.

The foregoing points suggest some of the complications which would ensue if retailers were forced to give full publicity to cost prices. The argument might be advanced that it would simply be a matter of educating the public, that customers would be perfectly willing for the merchant to deduct a reasonable percentage of profit. However, let us draw upon our imaginations for an instance of what might happen.

"Henry, I've got to add forty per cent gross profit to the cost price of that pocket knife," a dealer explains to his old and valued customer. "That may seem high, but you must remember that I don't turn my cutlery stock often. Furthermore, I just sold Bill Jones a keg of nails at fifteen per cent margin, while it costs me twenty per cent to do business. To make up for such losses on staple goods, I have to charge more on certain lines."

Would Henry stand for it? Would he? There's no need to dwell upon that painful point longer than to remark that unless the dealer makes a material reduction in his percentage of gross profit on cullery—in this particular instance, at least—Henry's trade, and that of most of his

friends and relatives, is forever

If the proposed bill of Senator Jones becomes a law it will bring endless confusion into the retail trade. It will make every customer the arbiter as to the prices which a merchant should charge. Merchandising, to-day, is pretty well established upon the oneprice plan-a fair margin of profit and one price to all. But with this proposed bill a law, we would necessarily revert to the merchandising methods of a halfcentury ago, when the price to be paid for an article depended largely upon the eloquence of the customer or the amount of time he was willing to take in arguing with the retailer.

The proposed law does not take into consideration the retailer's necessary expenses-his clerk hire, rent, light, heat, advertising, delivery, the interest on his investment. If some such law were to be enacted, it should in all fairness permit the retailer to mark such a cost price on an article as would include not only the original cost to him but also the proper proportion of the store's overhead expenses. Why force him to announce to the public that he is making a profit of five dollars on an article, when in all probability his net profit is but fifty cents?

COMPETITION NOT SCRAPPED YET

As a matter of fact, there is no need for such legislation against the retail trade, because retailers, as a class, are not profiteers. There is one great factor which prevents a retailer from exacting more than a fair margin of profit; that factor is competition. It applies to the retail dealer just the same as it does to the wholesaler and the manufacturer. A merchant's business career is one long fight against rising costs, on the one hand, and the necessity of keeping down prices to meet competition, on the other. If he places too high a price on his goods, he simply drives trade to his competitor, across the street or around the corner. If the merchants of a town try to restrain competition through price agreements, they are only driving trade to neighboring communities or to the mail-order houses.

To refute the assertion that merchants in general are or have been profiteering, it is but necessary to point to an investigation recently made by the Bureau of Business Research of Harvard University. This was an investigation of the operating expenses and profits of 218 retail hardware stores, scattered over the United States and Canada, in towns both large and small, and covering the years 1917 and 1918. The figures show that the total expenses of the average store, in this group, amount to 20.6 per cent of sales volume. A more pertinent point, however, is the fact that the average net profit made by these stores was just 6 per cent of the sales price. In other words, the dealer doing a business of \$50,000 a yearwhich may be taken as approximately the average-made a net profit of \$3,000. This profit is small enough, surely, considering the chances a dealer takes.

As a matter of fact, the net profit made by the average store doing a \$50,000 business is much less, in a normal year, than the amount given; for this investigation covered the two years when prices were rising most rapidly and when, in consequence, profits in all lines of retailing were most satisfactory. And while the investigation covered nothing but hardware, it might as well have included dry goods, shoes or clothing. The net profit made by the average store in the one group, in any one year, is much the same as that made by the average store in another group.

There are some profiteers among the retailers of this country, no doubt; just as there are doctors who exact exorbitant fees from needy patients and lawyers who collect the last penny from frightened clients. Retail merchants as a class, however, sell at fair prices. Their greatest asset is their prestige, their reputation for fair dealing; and they would not endanger this asset by temporarily adopting a policy of exacting long profits, even if competition would permit them to do this.

During the years immediately ahead-when in all probability we shall see a rapid decline in the prices of most commodities and a steady shrinkage in stock valuations - merchants will have trouble enough in making both ends meet without being hampered by experiments in social-

istic legislation.

Some idealistic legislators, as well as many of the people now benefitting by Government sale of supplies at less than cost, may be convinced that it is possible to distribute commodities much more economically than is now the case: but the experienced business man recognizes the fallacy of this belief.

E. N. Smith Joins Holcomb & Hoke Mfg. Co.

Ernest N. Smith, who has been gen-eral secretary of the Indianapolis Chamber of Commerce during the last Chamber of Commerce during the last three years, has become general man-ager of the Holcomb & Hoke Mfg. Company, Indianapolis, Ind., maker of "Butterkist Pop-Corn Machine." Mr. Smith was at one time advertising and sales manager for Hale Bros., Inc., owners of a string of department stores on the Pacific Coast.

N. C. Beerend Joins Milwaukee Agency

Norbert C. Beerend, recently advertising manager of The Badger Manufacturing Corporation, Milwaukee, has been made production manager of The Walters Company, advertising agency, Milwaukee. Charles M. Somers, who has been engaged in advertising work at Milwaukee, recently became a member of this agency's staff.

F. S. Skeen Joins Ross-Gould

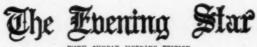
Fred S. Skeen, who was formerly secretary of the Becker-Moore Paint Co., St. Louis, and who was in charge of the advertising and sales departments of that organization for a number of years, is now a member of the advertising and sales promotion staff of the Ross-Gould List and Letter Co., St. Louis.

Nationalize Your Product Logically

Start at the center of things—at Washington, the heart of the nation. Its over four hundred thousand of prosperous population represents the most genuinely cosmopolitan citizenry in the United States—representative of every state, with home ties binding to each community in the country. Attract the attention of Washington with a worthy product, and you have set in motion a farreaching influence—sending personal messages "home" which carry with them the endorsement of satisfaction.

The easiest market to enter successfully is the National Capital, because one medium—The Washington Star—NOT ONLY COVERS THE ENTIRE FIELD, but its advertising pages are read with the same confidence as its news columns.

Let our Statistical Department diagnose the possibilities in Washington as applied to your specific line. We are ready to co-operate with deserving products.



THE STREET STREET

WASHINGTON, D. C.

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of Co., Chicago Office
J. E. Lutz
First Nat. Bank Building

Announcing a change in advertising rates

EFFECTIVE with the January, 1920, issue, Cosmopolitan's rates will be \$6.60 a line; \$2,750 per page; \$1,880 two columns; \$940 single column.

This rate is based on a net paid circulation of 1,100,000, but we are already giving a surplus of more than one hundred thousand as the

November edition is 1,230,863 copies.

EFFECTIVE with the May, 1920, issue, the rate will be \$7.00 per line and \$2,900 per page; \$2,000 two columns; \$1,000 single column.

Rate cards detailing the new rates for schools, color and artgravure will be mailed in a few days.

Contracts for all advertising sent us for insertion later than December, 1919, issue must be figured at the new rates.

Reservation orders cannot be accepted. Contracts must give size of space to be used, and the dates of insertion.

The Classified Department is discontinued.

Present Book Publishers' rates will be discontinued after the April, 1920, issue. The regular display rate, then in force, being effective.

EVERY copy of Cosmopolitan is bought at the full price of 25c on the stands; \$2.00 by the year. Cosmopolitan does not artificially stimulate sale by the use of premiums, clubbing, cut-price or installment offers.

No other magazine selling at 25c has ever attained within 500,000 of Cosmopolitan's present sale. "A product is valuable in proportion to the eagerness with which it is bought."

That Cosmopolitan attracts readers of exceptional purchasing power is shown by the fact that wherever prosperity is greatest, this magazine's sale exceeds that of any other.

Perhaps that is why Cosmopolitan is the leading school advertising medium in America; why it has the largest sale at the best hotels, at the great winter resorts and in high-class suburban communities.

The editions since the period covered by the last A. B. C. report have been as follows:

July 1,019,158 October 1,164,328 August 1,023,837 November 1,230,863 September 1,077,174

—a gain in "voluntary circulation" of 211,705 copies since the July issue, (and each month we have been far oversold.)

These increases in circulation are largely due to an active newspaper advertising campaign (in cooperation with our wholesalers) now being conducted in hundreds of cities and towns throughout the country. This campaign is rapidly effecting a more thorough distribution of the magazine, and as it is extended to cover more and more territory, further increases in Cosmopolitan's circulation are sure to follow.

Osmopolitan

Monthly reports will be made all advertising agents giving the amount of our edition order as soon as we know it ourselves. A B C statements will also be sent at six-month intervals.



America Needs Homes

SHORTAGE estimated at 1,000,000 homes is being met in the American way—by doing the job. Construction in a big way is under way. Building permits everywhere indicate the greatest activity in years. Readers of NATIONAL BUILDER are right now building—and they are building

Residences Schools Garages Churches Factories Office Buildings Stores Banks Hotels Farm Buildings Apartments Industrial Housing

They are building in frame, stucco, concrete, brick, tile and steel. Also remodeling old buildings, store fronts, etc.

\$1,000,000,000 is the estimated volume of construction that will be reached by the readers of this publication during the next twelve months.

How much of this material, equipment, specialties, will be supplied by you?

We have specific sales-data. Ask us what this data shows in your line.

National Builder

The Nation's Business Magazine of the Building Industry Member of the A. B. C. and Associated Business Papers

Published Monthly by

TRADEPRESS PUBLISHING CORPORATION
542 SOUTH DEARBORN STREET CHICAGO, ILLINOIS

A Lowly Accessory Maker Boosts Sale of Wooden Beds

Only a Small and Hidden Appliance, But Its Manufacturer Advertises While Bed Manufacturers Are Silent

YOU would almost get the idea, from reading the national advertising now appearing in behalf of "Seng-equipt Wood Beds," that the Seng Company is making wood beds and advertising them in an effort to counteract the strenuous competition of metal-

bed manufacturers.

Well, Seng never made a wood bed or any other kind of bed and probably never will. It makes a metal frame which fastens onto the headboard and footboard of a wooden bed and takes the place of side rails. The frame is a simple and inexpensive thing and the Seng Company makes only a few cents profit on it.

Yet the equipment is being made the subject of a national advertising campaign and an elaborate follow-up system to be worked through dealers and consumers.

The average person never thinks of buying a bed by name. This is perhaps because beds are seldom advertised as such. One exception is a newspaper campaign now being carried on by the Simmons Co., of Kenosha, Wis., in behalf of Simmons metal beds. But the makers of wood beds have had little to say about their product so far as any individual advertising is concerned.

The Seng Company, which is located in Chicago and which calls itself the world's largest maker of furniture hardware, got up this modest accessory for a wood bed. Then came the problem of advertising. Should the advertising be a purely personal selfish proposition based entirely upon the frame itself or should it be a broad publicity effort out of which every manufacturer of wooden beds could get some benefit?

The latter course was chosen and the wisdom of it is clearly demonstrated by the results. It is working out in such a fashion that a Seng-equipt wood bed is practically looked upon as a product of the company, while it makes only a small hidden part that is the most inexpensive thing about the whole proposition. Here is a case where a well advertised accessory becomes identified in such a positive manner with the product with which it is used that it confers a positive advertising and selling benefit to the maker of the accessory, the maker of the bed and the retailer.

Wood beds have won favor

Wood beds have won favor with the public largely because they are fashionable. But the ordinary wood bed, while perhaps beautiful or attractive is not entirely above reproach. Time brings sleep-destroying squeaks. Dust finds many lurking places in the slats, slots and crevices. Strength wanes with years of use.

ADVERTISED IMPROVEMENT HELPS SALES OF MAIN PRODUCT

The Seng Company declares that its frame can impart to a wood bed all the advantages of a metal bed and thus enable it to combine utility with appearance.

combine utility with appearance.

"In this way," said an official of the company, "we are benefitting the wood bed manufacturer while advancing our own interests. Our product while small and comparatively insignificant takes away from the wood bed all the disadvantages which practically everybody knows it has. Naturally this makes the wood bed an easier thing to sell.

"We are certain our advertising will win new wood bed sales for manufacturers and furniture dealers. More than this, it will establish a tangible identity for wood beds—something they very much need."

need."

For quite a while the metal equipment for wood beds won its way without advertising. Furniture manufacturers used it to an extent that enabled it to prove its advertising and selling value. Then the maker of this accessory very properly decided it had an asset that would justify a national

publicity effort.

The campaign was started during the war. But the company dropped it at the request of the Government, although it would doubtless have done better if it had been able to continue without interruptions. Anyway, it stopped and now is getting under full

headway again.

The first point of attack is the manufacturer of furniture and he is being reached largely through the dealer and indirectly through the retail buyer of beds. This is an example of advertising that can see its biggest results in the future and that does not insist upon seeing immediate tangible returns for each dollar spent.

BOOKLETS FOR DEALERS AND THEIR CUSTOMERS

Proceeding on this liberal policy. the company is reaching the manufacturer through advertising to the retail buyer in mediums reaching the farm and home trade. Page copy is being run emphasizing strongly the fact that a Sengequipt wood bed has the beauty of wood and the strength of steel.

Each advertisement tells the women readers that if they are interested in home decoration they should write to the company for its booklet "The Bedroom Beautiful." This is an expert setting forth of the modernly equipped bedroom which is of interest to every housewife. It shows conclusively the liberal basis of the company's advertising policy. All it has to sell in this particular instance is the equipment for a wood bed. Yet it goes to the expense of putting out a booklet having to do with bedroom equipment in general and thus benefits every manufacturer who makes bedroom furniture. This will sell furniture for many a manufacturer or dealer who has nothing to do with the equipment made by the advertiser. Being a treatise on home decoration in general it will

serve as a valuable force in creating increased sales for bedroom furniture of every sort.

With the booklet is sent an illustrated letter which calls the inquirer's attention to vital points it contains. Two follow-up letters are sent, making some highly valuable groundwork upon which the retailer can base his selling efforts.

The Bedroom Beautiful" is an elaborate and rather expensive proposition-far too expensive for the company to send out if it had in view only immediate results.

The next link in the chain is a complete system of co-operation enabling him to hook up directly with the national advertising. There is a book for dealers en-titled "How to Sell More Beds of Wood." This gives the selling points of Seng-equipt beds of wood and is designed to make selling easier. The retailer may get as many copies as he wishes for his sales people.

A series of attractive advertisements has been prepared for use in local newspapers. These advertisements do more than tell the story of the special equipment. They preach the bedroom beautiful and advocate the modern wood bed idea. They are designed to increase sales in every sort of

bedroom furniture.

Each dealer is sent a portfolio of these advertisements out of which he is asked to select the ones he wants to use. Then he is sent without charge electrotypes of the illustrations and proofs of the type matter.

Each dealer also is supplied. with a working model with which he can illustrate the selling points of Seng equipment. It is fullsized and complete in every detail.

A prominent part of the dealer helps has to do with window trimming. The company supplies cutouts, window cards and full directions for constructing attractive window trims.

To stimulate interest among dealers in this respect it has offered prizes for the most effective window displays. The prizes range from \$100 down to \$10.

The company uses refreshing frankness in presenting its claims The Telltale Story of Livestock and Classified Advertising



The Progressive Farmer carried six times as much livestock advertising. The only Southern paper used for highest priced Hereford sale in 1918.



The Progressive Farmer carried three times as much classified advertis-ing. Between 5,000 and 10,000 farmers advertise in the Progressive Farmer each year.

F there is one advertiser who must get results-whose advice worth your while, he is the livestock and classified advertiser. livestock sale may last but a day. Many buyers must be attracted. Competitive buying insures a better price.

During the first six months of this year, The Progressive Farmer carried 40,722 lines of livestock adver-The other publication of large circulation carried 6,520 lines. In other words, The Progressive Farmer carried more than six times as much livestock advertising as its principal competitor.

Or look at the barometer of classified advertising. We do not clip farm papers or solicit their classified ads, but during the first six months of this year, The Progressive Farmer carried almost three times as much of this class of business as its nearest rival.

Many thousands of our readers not only buy from our publication, but sell their products through it as well.



Home Office, Birmingham, Alabama. n, N. C. Memphis, Tenn. Dallas, Texas Raleigh, N. C. Memphis, Tenn. Dallas, Texas
R. B. Farris, Director of Advertising
798 Kenner Bidg., Chicago, Ili.

Standard Farm Papers, Ins.,
Western Representative,
Canvay Bidg.,
Chicago, Ili.

New York, N. Y.

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ing ims COLORED posters and hangers by the Stubbs Offset Method for indoor display afford the manufacturer a tieup with the dealer that is invaluable.

This method not only reproduces the artists actual colors and lines, but permits the use of an eggshell finished paper that clearly reflects the atmosphere or personality of the original drawing.

Stubbs Offset Method rarely costs more than ordinary printing; and frequently costs less

THE STUBBS CO. OFFSET PRINTERS Detroit



to the manufacturer and dealer. An effort is being made to make each feel that he has a valuable asset in the national advertising of the Seng equipment that will make it easier for him to sell furniture

of all kinds.

"In inaugurating this plan of publicity," the manufacturers and dealers are told, "we feel our greatest asset is the co-operation of furniture manufacturers and furniture dealers. A great measure of our success depends upon their favorable attitude toward this nation-wide advertising cam-paign for Seng-equipt wood beds. Given this co-operation, we are certain our advertising will win new wood bed sales for furniture manufacturers and furniture dealers. More than this, it will establish a tangible identity for Sengequipt wood beds which will be profitable for us all.

"Our national advertising is calculated to widen the appeal of fashion-to stimulate a far wider appeal by preaching the additional selling points of strength, beauty, durability, cleanliness, and noise-lessness. These are the argulessness. ments we will present to the

public.

"Frankly, we ask you to assist us in the advertising and merchandising endeavor we are about to launch. We make this request because we believe Seng-equipt wood beds justify your co-operation. We are certain your cooperation will be repaid by in-We need hardly creased sales. tell you this. Your own good business judgment makes the fact self-evident."

Undertakers' Association Favors Advertising

HE National Funeral Direc-1 tors' Association of the United States, at its annual convention at Atlantic City, last month, went on record as favoring the liberal use of advertising.

Heretofore the code of ethics

of the association has strictly pro-

hibited the use of even a so-called 'card" in the daily newspaper. When the fight came up at the present convention to make advertising permissible, opponents of the proposition made a last stand to win for conservatism by offering an amendment to the advertising clause offered, permitting undertakers to carry a card in their home papers. But their hope died when the ballots were counted and it was found that by a large majority the members had voted to let down the bars completely and permit their business to be advertised the same as any other Of course there are business. some minor restrictions, such as forbidding the use of garish illustration, prices or anything of this nature which would be liable to offend the public.

"The publicity expected to follow the action of the national body in lifting the bars on advertising," Lee S. Arthur, editor of the Embalmers' Monthly, Chicago, tells Printers' Ink, "will do far more to remove prejudice than anything else they could do along From a much misthis line. understood and maligned individual the funeral director who conducts his publicity along proper lines will gradually find himself winning the respect and confidence

he deserves.

"John F. Martin, of Elizabeth, N. J., elected president of the national association for the year 1920, placed the cause of advertising squarely before the delegates. An advertiser himself and a man whose intention it is to continue advertising with renewed vigor now that his association has given its official endorsement to the proposition, Mr. Martin will undoubtedly do much toward putting advertising of the funeral directing profession on the right track.

"George W. Olinger, of Denver, president of the National Selected Morticians, a smaller national body of undertakers, is another funeral director-advertiser who has accomplished much for the profession by using the right kind of publicity in his home

city's daily papers."

Helping Retailers to Make Personal Calls by Letter

How Royal Tailors Are Getting Their Ten Thousand Dealers to Write Truly Personalized Letters to Prospective Customers

By Harrison McJohnston

"IF you can't reach your trade by personal calls—call on them by personal letters," is the heading of a recent message of The Royal Tailors to their ten thousand dealers; and the message carries conviction all the way from the heading down to the last word of the last letter of the eight letters it quotes-letters which set a fast pace as models of what dealers can do in the way of personally adapting their form letters to their various classes of prospective customers.

For instance, the following letter to a mechanic:

LETTER TO A MECHANIC

DEAR FRED WINTERS:

A good mechanic is worth his price. And in the long run, he is the cheap-est man to hire.

Your shop believes that.

Your shop believes that. All is why you are on the pay-roll.

We believe in this creed, too. That is why we handle the best line of madeto-measure clothes in America. The tailors who make Royal Tailor-Built clothes are good mechanicsmaster mechanics. And that is why Royal Madeto-Measure clothes are the cheapest to buy in the long run.

Believe us—those Royal cutters handle the scissors as skilfully as you handle a lathe—Fred Winters—and

nandie a lath—Fred Winters—and that's going some!

We want to show you some of those handsome fall Woolens we recently received from The Royal Tailors. Don't think, because Royal Clothes are made-to-measure—that the prices are going to be painful. Royal Tailoring offers the best immediately. the best in made-to-measure clothes at \$35 to \$65.

That's reasonable—isn't it?

It won't cost you a penny to come in and look. What do you say?

Yours very truly,

Put on a pair of overalls-mentally-and imagine how that letter would impress Fred Winters. It takes very little imagination to recognize the pull in this brand of personal adaptation to the reader. Or put on the hard shell of a good lawyer-and how

would the following letter strike you?

LETTER TO A LAWYER

DEAR MR. SOMERS: When I started in the retail business

when I started in the retail business some years ago, an old gray-haired merchant remarked to me:
"Don't waste your advertising on lawyers, Frank. A good lawyer is the hardest man in the world to sell. He is a confirmed skeptic. His habit of challenging every claim is so strong, that he is reductant to accept even a manifest truth!"
That may be so in most cases, the self-

manifest truth!"

That may be so in most cases—though I doubt it. For I have found that a good lawyer is the easiest man in the world to sell—if you've got the goods. It's always the trained and analytical mind that is first to recognize and ap-

preciate real merit.

I don't object to a wholesome skeptic.

I don't object to a wholesome skeptic. Indeed, he's the best type of prospective customer—for he always asks for the evidence. He doesn't decide on snap judgment. He gets the facts first. In these days of outlandish prices for men's clothes, it may sound like business perjury to claim that I can deliver the utmost in a made-to-measure, custom-tailored suit for \$35 to \$65.

But the weight the evidence! Come

see the magnificent line of Royal Tail-ored woolens now in my store, priced at those very figures. Come and inat those very figures. Come and in-spect the workmanship of The Royal

Tailors' suits and overcoats. Weigh the evidence. Cross-examine it, if you will. The deeper you dig in the case, the surer will be the verdict

favor of my claims. When will you try this issue? Court open six days a week in my store-from 8 to 61 Be your own Judge and Jury.

Yours very truly,

Now imagine you are the kind of a man that nobody loveschubby, stout, or fat, take your choice, but, beyond all doubt, you are either chubby, stout, or fat, willing to admit it—and here's the letter that aims to get you into a Royal Tailored suit:

LETTER TO STOUT MEN

DEAR SIR: Our good friend, Henry George, used to say, "I am for men." But I say, I am for STOUT men. For I believe it takes a little girth to really give a man a happy disposition.

THE PERMANENT OUTLET— THE BIGGEST TERRITORY-THE \$918,000,000 A MONTH MARKET-

FOREIGN TRADE YOUR SALES MESSAGE IN THE

AMERICAN EXPORTER

The World's Leading Export Journal

Enormous Market Thoroughly With Four Editions Every Month-English, Spanish, French and Portuguese.

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Over 1,400 Firms are Regularly Reaching and Developing Their Foreign Trade By Means Of Our Cooperative Services, Consisting of Lists of

Covers This Diverse and Foreign Concerns, Translations of Inquiries and Replies, Ratings, Expert Export Advice and a Weekly Bulletin of Foreign Trade Opportunities.

> 42 Years Behind The AMERICAN EXPORT-ER Should Prove to you Its Stability and Ability to Help Move Your Goods Exportward.

Write Today For Copies and Get Booklet "Data on World's Largest Export Advertising Medium"

AMERICAN EXPORTER

17 Battery Place - New York City

Member Audit Bureau of Circulations

Established 1877



Printing Well Done Does Well

So much the more reason for placing your trust and your business with the U. T. A. Printer—who helps you strengthen your advertising message with the most appropriate Printing garb.

As you use U. T. A. Printing service more, you will use *Direct* advertising more profitably. For members of this organization bring advertising perspective to the further aid of practical Printing skill.

Identify the U. T. A. Printer by his display of the Trade Mark shown above. Or, by addressing the headquarters offices you can be put in instant touch with the unusual cooperation our members offer practically everywhere in North America.

"Two Blades of Grass" is a little *Direct* advertising booklet for which you should also ask.

This campaign is in co-operation with Paper Manufacturers and Merchants, Manufacturers of Type and Printing Machinery, Engravers and Electrotypers.

United Typothetae of America

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

Not Conducted for Profit

General Offices: 608 So. Dearborn Street, Chicago

a manxious to take your measure for a Royal Tailored suit for two reasons. First (and I am not trying to conceal this fact), because of the profit that will come to me from the transaction. And second, for the satisfaction and pleasure that will come to you when you put on the finished Royal garments. The best friends my store has to-day are the hard-to-fit men we introduced I am anxious to take your measure for

the hard-to-fit men we introduced

Royal Tailoring.

I am quite sure, Mr. Smith, that if you will give me the opportunity, I can prove to you that Royal Tailoring offers you the utmost in custom-clothes at reasonable prices.

The measurements I send to them are almost a blue-print of the customer's body. They build the suit to match that blue-print in every particular.

Trusting it may be your pleasure to inspect my spring line, I am,
Yours very truly,

It's safe enough to tell a stout man that there's some profit in the service offered; and it's prob-ably safe to accuse him of being hard to fit. It even might have been safe to let him suspect that Royal Tailors could, on occasion, fail to follow blue-print measurements-for the sake of improving, if possible, the client's appearance; and, at the same time, for the sake of insuring the client's comfort. But, of course, there are various degrees of stoutness among stout men, and various degrees of sensibility among all men. It is very easy to see that the personal adaptation of letters to addresses is an art to be exercised, with safety, only by those whose knowledge of mankind is thorough. Overadaptation is possible.

Now don't criticize too severely the first part of the following letter. Put yourself into a farmer's boots before you read it. effectiveness may be somewhat debatable, but it gets the kind of response the dealer wants.

DEAR MR. WALLACE:
B. S. is an awfully poor fertilizer in the clothing business.

the clothing business. I've always found that the surest way to raise good sales crops in my store is to sow the soil with genuine value and sound, dependable service.

There isn't any drought; there isn't any frost that can kill the harvest of trade and good will, if a merchant plants the soil of quality and fair treatment as the basis of his business.

You hear a whole lot about readymade clothes selling for as high as \$100 a suit this season.

a suit this season.

But you can still get made-to-order

clothes at my store—genuinely tailored-to order by The Royal Tailors of Chi-cago and New York for \$35 to \$65. This is one store that is not trying

profiteer on the propaganda for higher prices. Plant your

lant your fall-clothes order here, enjoy a harvest of Royal clothes and satisfaction. Yours very truly,

Such use of farm atmosphere and terminology ought to help a great deal toward impressing the farmer with the fact that he will get satisfaction out of Royal The first statement in this letter really needs no defense. It gets the kind of attention wanted, especially where the dealer has to face the kind of competition which relies very largely upon extensive verbal persuasion.

There is a distinct difference in the tone of the following letter designed for clergymen:

LETTER TO A CLERGYMAN

REV. CHARLES A. NIBLACK:

Dillon, Mont.
Reverend Sir:
We would like to add you to our list
We hould real customers. We have of satisfied tailored customers. We have been quite successful in fitting out a good portion of the clergymen of this city, and I wish to add that we offer a discount of 10% to all clergymen when merchandise is sold at regular prices. Trusting to have the pleasure of showing you a very beautiful line of Royal Tailor custom woolens for fall. Yours very truly,

"Many merchants find it profitable," says the Royal Tailor mes-sage, "to allow a discount of ten per cent to the clergy. The clergyman is a good booster and a wide circulator. It is worth while to have his trade and his friendship, even at a sacrifice of profit.'

The letter to doctors takes full advantage of the opportunity to tie up professional terms with Royal clothes; and it is a letter designed for independent thinkers although not to the same degree as in the case of the letter to lawyers quoted above.

Here is the letter to doctors: LETTER TO DOCTORS

DEAR DOCTOR:

Pretty soon, you'll have to hold a clinic on your fall-clothes needs. Maybe you have the idea that present clothes prices are hopelessly inflated; that there is no way to "operate" so as to a duce the swelling.

All we want to ask is—that you come and do your dissecting on the fall-clothes question right here at our store. You'll cut into some mighty vital

clothes question right here at our store.
You'll cut into some mighty vital
facts. Among them—the fact that The
Royal Tailors, America's greatest wholesale custom-clothes makers, are retailing the best made-to-order clothes at
our store this season at \$35 to \$65!

It will mean a whole lot to the health
of your wardrobe pocket-book to feel
the pulse of Royal values and Royal
service. The Royal prescription is a
sure cure for clothes-hecistius.
Consultation hours, daily, 6 to 8 (excent Sunday).

cept Sunday).

Yours very truly,

Such a clever play on professional terminology would hardly do in the case of lawyers. In fact, the two letters-this and the one to lawyers-indicate clearly, in their respective adaptations, the fundamental differences between doctors and lawyers.

fashion Royal similar Tailors encourage their dealers to adapt their letters to other classes of prospects, and they drive home the importance of doing this as

follows:

"Dealers who have become experts in the mail system of soliciting business have discovered that the best business-getting postal medium is the 'personal' typewritten letter-at least the letter that has a 'personally dictated' ring to it-even though it may be multigraphed or put out in quan-

"The way to make a letter appear 'personal'—even though it may be a printed form—is to make it deal intelligently with the viewpoint and the problems of the man to whom it is addressed. If you are talking to the Romans, talk Roman language.

"You know how the old patentmedicine advertiser has always done the trick. He describes the symptoms and ailments of each class of prospective patients so vividly that the patient exclaims, 'Sure, that's me!' And curiously, human nature usually figures that the man who can diagnose a case can generally cure it. The same principle applies in writing a letter to sell clothes."

That looks like the main reason for the success of the letters quoted above. They get a reader's confidence in the satisfaction that Royal Tailored clothes will give him because they make him feel that the writer knows his requirements. He feels that way about it even though his evidence that the writer really takes his point of view, is largely in the writer's choice of terms.

"If you are talking to Romans, talk Roman language"-a hoary admonition, to be sure, but every writer of letters had better make sure that it is a living part of him. As much as anything else, it will help make the reader feel that a letter which otherwise may be obviously a form letter, is altogether a personal letter written to him alone.

California Makes Survey of Printing Education

A study of the teaching of printing in the schools of California has been made by Dr. R. G. Boone, professor of education at the University of California. While Dr. Boone has not found California to be one of the delinquent states in printing education, he reports that it seems unlikely that, for many years to come, there can be

he reports that it seems unlikely that, for many years to come, there can be in California much demand for school-trained printers. He states:

"One can question, therefore, the present need for the school print-shop as an instrument for vocational training alone, in the regular high school. But, not less in California than elsewhere, such schools, and all classes in both junior and senior high schools, will find it one of the most effective means of stimulating vital reactions in the learner, the motivating of exercises in language and other forms of expression, language and other forms of expression, and in an appreciation of the fineness of discriminative thinking and aesthetic satisfaction."

J. H. Meier to Represent Catholic Periodicals

J. H. Meier, who during the last fourteen years has served as editor and advertising manager of "The Official Catholic Directory," has established a special agency known as the J. H.
Meier Agency in New York, and
plans to create branch offices in Milwaukee, and Chicago. He will handle
the accounts of Roman Catholic periodicals.

Miss Henriette Schnurr, formerly a member of the service department of the American Exporter, is now a mem-ber of the business department of El Magazine De La Rasa, New York. gain over november of last year 108 % Everybody's
Magazine



Quick Manufacture and Distribution

A large newspaper advertising plate order divided among a number of our thirty-seven foundries means quicker manufacture and distribution than an order placed in its entirety with a plate maker having one plant.

Orders placed for W. N. U. advertising plates are divided among foundries located near papers to be served. This means quick distribution. It also means low express or parcel post charges.

Communicate with us when you are ready to place your next newspaper advertising plate order.

Advertising Plate Department

WESTERN NEWSPAPER UNION

239 West 39th Street - - New York City

Where Do You Get Your Selling Arguments?

There Is Danger in Teaching Your Sales Force to Use the Standardized Answer Unless They Shrewdly Size Up Their Prospects

By W. J. Stapleton Armour & Company, Chicago

SOME time ago we congratulated a young salesman upon his being given an opportunity to demonstrate his selling ability

with some of the better class of

customers.

This young man had been grooming himself for some little time in preparation for the position he was to fill. In fact, he had served out an apprenticeship in calling upon smaller trade and had made good. There seemed little doubt in either his mind or mine but what he would make good.

We told some of our associates of this young man's good fortune and after imparting to him the customary advice, good wishes,

etc., he was on his way.

Two weeks later we met him. We asked how things were going. He answered, "Fine." were all treating him very nice, and apparently it would be only a matter of weeks until he would be "bringing in the cream."

Yesterday we met him again. Imagine our surprise when he introduced us to his successor. Upon inquiring what he was going to do now, he said he was going to accept a minor position because somehow or other he had not been able to make good-that his manager felt that he was a little too

light for the job.

Our heart went out to the young fellow as it would to anyone in a similar position. We were anxious to know in what manner he had failed. This seemed quite difficult for him to explain. But after drawing him out at some length, we were convinced that the error that he had made was in attempting to handle all buyers in the same manner. He assured us that he had used "kid gloves" as the

saying is, and with all his diplomacy he was not succeeding. These buyers seemed to treat him fairly enough; in fact, most of them patted him on the back, were friendly, but he was usually dismissed without an order.

If this were the first case of its kind that ever came to our notice, we might have passed it by. But we have seen so many that were so very, very similar in nature, that we could not put it out of our minds, and we wonder how many other salesmen have seemingly gone up like a sky rocket, exploded and returned to where they started.

As nearly as we can learn, most sales managers spend a portion of their time out on the road, not necessarily calling upon trade, but working with their salesmen, holding meetings in various territories, giving the salesmen ideas and gaining, in return, suggestions from the salesmen. But how do salesmen apply your selling arguments to the average dealer?

Knowing that it is impossible to handle all buyers alike, the docthat we have always preached to our salesmen is some-

thing of this nature:
That "These selling pointers are not made of 'whole cloth.' They have been garnered from the four corners of the country, trimmed up, perhaps, but they are arguments that are being used by suc-cessful salesmen. We brought them into our Department, reshaped them, perhaps, and pass them along for what they are They need not be used worth. verbatim; they may be set to the salesman's 'own music' if you will; yes, even improved upon." And this, it seems, is just the thing that our young friend did

not do. He tried to use them all in the same way and failed.

These buyers really like to be sold. Some of them are courteous and others are rough, and when the rough variety is encountered it is generally a good plan to feed them their own medicine.

For example, we have a friend who is a buyer for one of the large mail-order houses of Chicago. If there is any one thing in the world that he really enjoys, it is a good, friendly "scrap," and his greatest hobby seems to be in getting the "goat" of a new salesman.

A man may come to him with a wonderful selling story, but unless he can loosen up and accommodate Mr. J. with a good live argument, the chances are that Mr. J. would "make a monkey out

of him."

There are many other buyers of a similar calibre, and it seems that it would behoove the new salesman in any line to "watch his step" and to make sure as to whether or not he is being kidded. He should learn not to take offense when the buyer is unflattering in some of his remarks, for many of these buyers who are so very, very rough on the surface, are eighteen-

carat underneath.

The last time we visited Mr. J., we had occasion to overhear him "ripping up" a certain house before one of its salesmen. It seems that this salesman, although new, was really a fair fighter, and the onslaughts of Mr. J. did not seem to daunt him in the least. We watched him as he left the office, and although his face was flushed and he seemed a little nervous, he was smiling, nevertheless, and we knew that he had been able to accomplish his purpose.

When we went in Mr. J. was still chuckling, and after an exchange of greetings, he said, "Did you notice that fellow who just

went out?"

We assured him that we did.
"Well," he said, "that's the kind
of a salesman I like to do business
with"

Now we can just imagine the feelings of the young man who visited us yesterday after Mr. J.

had had an opportunity to get in a few of his hot shots. So we asked him how he got along with this particular buyer, and he told us a long tale of how hard he had tried to sell Mr. J. and of his very poor success, and said that he had used every bit of diplomacy that he knew of, but to no avail. He guessed that this buyer had either taken a dislike to him or to the house. That was why he was not giving him any business. He added that on his last trip he had let Mr. J. know that unless he got some business out of that house, he would have the "boots and spurs" put on him. We can just draw a mental picture of this hard-shelled buyer at the time that our young friend had handed him this ultimatum.

Then we wonder why some salesmen fail!

In our own institution we have quite a large sales force. The country is divided into districts and each district contains a certain number of branch offices presided over by a superintendent. Our salesmen work out from these branch houses.

Our general office is divided into departments, each department having jurisdiction over its own product or products. It is our duty to supply the salesmen in the field with selling arguments.

Our sales force is so large that we do not have an opportunity to see all of the men at regular intervals, but we do aim to see as many as possible within the year.

We always relish an opportunity for calling upon the trade in company with one of our branch house salesmen. The first-handed information that we are able to obtain through this method is invaluable and the opportunities opened up for correcting a mistaken salesman is also important.

We know that the average buyer is not apt to give the average salesman business just for the sake of keeping him on the territory. We know that the appeal that "Unless you give business I am going to lose my job" is perhaps the poorest argument that a salesman could use. These buyers are not and should not be in-

The Biggest 6 years!!

October

MUNSEY

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How To Reach The Greatest Group in America-

THE AMERICAN LE

The Organization of America's Great War Veterans

The AMERICAN LEGION has enrolled to date over 600,000 members. Over 40,000 are being added weekly. 1,000,000 members is the goal in the current membership drive.

These ex-service men represent a tremendous market for manufacturers who realize that adver-tising will influence their buying habits.

And you can reach these new civilians through their official magazine-

THE AMERICAN LEGION WEEKLY

Owned and controlled by The American Legion

The WEEKLY is a national magazine appealing to the 4,800,000 men who participated in the great

It is not a commercial enterprise. Any profits that may accrue go to the Legion.

Every member of the American Legion is a subscriber to the American Legion Weekly.

GUARANTEED NET PAID SUBSCRIBED CIRCULATION FOR THE OCTOBER 10th ISSUE OVER 250,000.

Rate effective from October 10th to Dec. 26th, ONE DOLLAR PER LINE FLAT.





Published on Fridays Each Week 19 West 44th Street, New York City

Western Representatives:

Pennsylvania Representative: RHODES & LEISENRING CO., JOSEPH A. McGUCKIN, 2003 Harris Trust Bldg., Chicago 1328 Chestnut St., Philadelphia terested in the man. They are interested in merchandise. While personality plays a wonderful part every hour of the day in the obtaining of business, it is the last straw at which a salesman should grasp.

But what do salesmen say to the

trade?

When in a retail hardware store some time ago, we actually heard a salesman say to a dealer: "You don't want any ______ to-day, do you?" The dealer quite readily

agreed that he did not.

Most men carry life insurance, but we are sure that few, if any, bought from the agent or salesman who approached them with: "You don't want any life insurance, do you?"

But where do sales arguments

come from?

Most sales managers pride themselves on their ability to produce selling arguments for the use of their men on the road. But how are they used, or are they

used at all?

At the conclusion of a recent series of sales meetings held in a certain section of the country, we determined to investigate and to ascertain, if possible, what information, if any, the salesmen had gained and how they would use the selling points which were imparted to them. We wanted to check ourselves, as it were.

We knew that the information would have to come direct from the salesmen. Our first impulse was to send out the questionnaire. On second thought we abandoned this idea, realizing that the average salesman would resent being "schooled," and that his answers to the questions might give one a very false idea of his attitude or the method that he used with his trade. We had in the meanwhile overheard some of the selling arguments used by salesmen outside our institution. We wondered if there were not just some way that we could drop in incognito and listen to the selling arguments used by the men who had attended our meetings. Of course, this was impossible, and as a substitute we tried the following plan:

First, the salesman was asked to

write a sales letter, not to some imaginary customer, but to some dealer who actually existed. put particular stress on the fact that the letter should be written to that dealer or those dealers whom it was impossible to see on the last trip. We explained that our plan was not devised for the purpose of showing him up, but merely for the sake of the information that it would bring to the Sales Department. So tried it out in just one or two territories at first, and the response being so good, tried it out quite generally around the coun-

The results were surprising. For instance, some of the salesmen had so far misconstrued our meaning that they had our selling points "inside out," as it were. In other cases they were used almost verbatim, while others actually improved upon the arguments given them, and this, of course, was the

thing most desired.

Now the letters in each case are being revamped somewhat and actually mailed to the dealer to whom it was originally addressed, and to perhaps ten to twenty other prospects in the same territory. The salesman is sure to be interested in the success of his own letter and will follow it up religiously.

Results are coming in already and results are what count.

We have never believed in having a salesman use a stereotyped sales story. We have never expected our men to do more than to accept selling suggestions the merit of which has already been proven, leaving it to their own resourcefulness and ability to amplify and supplement them to suit each particular case.

This plan may not be something new, but it has been worth a great deal to us, as it not only gave us an opportunity to set many of our salesmen right, but it actually cast new light upon some of our own plans, selling points, arguments, etc. We believe that it can be utilized by any sales manager who, for obvious reasons, might not be able to come in personal contact with most of his salesmen.

National Cranberry Advertising to Broaden Use of Product

Serve Cranberries in Other Ways Than Merely as Sauce for Thanksgiving Turkey, Is Keynote of Campaign

WHEN advertising follows the VV general trend of the public mind, when its appeal is directed to mankind's established desires and habits and when it otherwise follows the lines of least resistance, then it is enjoying a pleasant little stroll on Easy Street. Results are satisfactory and everybody is happy. But when advertising has to swim upstream against the rapids, when it is used to break down age-old conventions and habits, then it tightens its belt, feels of its muscle and tackles a job which, tough though it may be, is nevertheless pretty certain to demonstrate again that advertising can do just about everything reasonable it is put up against.

To change a man's breakfast food is an Easy Street job compared with the task of altering his life-long habit of parting his hair in a certain manner so long as there is a hair or more to part. It is an Easy Street job, also, to sell him a house and lot in a new section of the city far from his old friends and acquaintances, compared with the upstream task of breaking his long-standing habit of being late for meals or fretting for two or three days every week during the good old summer time before actually getting down to the task of mowing the front lawn. To change habits of thought and customs and conventions of years' standing is just about as hard a proposition as any that can possibly be put up to advertising. It is for this reason that the

new campaign of the American Cranberry Exchange is of exceptional interest.

Most folks, when they think of cranberries, think of the sauce that goes with the turkey at Thanksgiving time. But the American Cranberry Exchange is endeavoring to change this ancient habit of thought of the American people. It is seeking to make

folks think of pies and cranberry butter and jelly-particularly jelly -when a thought is given to the fruit, and it is endeavoring to do this for the purpose of increasing sales, getting better prices and making cranberries regularly throughout the entire season from October to April or May instead of having to sell fully ninety per cent of the entire crop before Thanksgiving, as always used to be the case. To do all this the Exchange is relying upon advertising.

NOT AN EXPERIMENT WHEN THIS **EXCHANGE ADVERTISES**

But advertising is not being relied upon without a test having first been made of its powers. The Exchange has "felt of" advertising's muscle, and knows what it has done for cranberries and what it can do for them. In Chicago in 1916 a test campaign costing \$25,000 increased sales in that territory fifty per cent, despite the fact that sales in other territories fell off during the same period, as reported in Printers' INK in the issue of April 5, 1917. Again last year, by an expenditure of \$56,000 for advertising, the value of the crop was increased by a million dollars according to the annual report of A. U. Chaney, the general manager of the Exchange. So when an initial advertising ap-propriation of \$100,000 was made for this season (it may be increased later), it was with a very definite idea of just what this amount of advertising will do for cranberries in the popularizing them and in breaking the public's habit of considering them merely as an accessory to the

Thanksgiving dinner.

To break this Thanksgiving sauce habit of thought the advertising is showing housewives and men the many other delicious ways in which cranberries can be



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The YOUTH'S COMPANION

is published for those families that live together, work together, play, read and entertain together.

Together, the big YC family of five-plus members is the unit for big buying.

THE YOUTH'S COMPANION, For All the Family
BOSTON, MASSACHUSETTS

New York Office: 1701 Flatiron Bldg. Chicago Office: 122 So. Michigan Blvd.

Buying North of Canal Street

Canal Street was the northern limit of New York in 1808. About that time, the first John Jacob Astor began to invest in much pasture land beyond that point, to the amusement of his friends. But his vision repaid his purse and instead of growing with the town he was waiting with a strong-box when it reached his boundary lines.

The canny dealer in peltries never sold a holding. He gave long-term land leases and his tenants erected the buildings which finally reverted, with the land, from their heirs to his. His investments were for the future and they soon developed into going concerns, automatic in their production of income.

The manufacturer who invests now in advertising, buys north of Canal Street and into the future. He insures himself against European or Asiatic competition. He gives a short-term lease to opportunity which will be waiting to meet the increased market when it reaches his gate. Like Astor, he will be ahead of the growth which will swallow the timid.

We would like the privilege of discussing your business future with you. Perhaps you would find it advantageous. We have no magic to offer. There is no mystery about our methods. We simply apply common sense to the increasing of markets.

Croot & Denhard, Inc.

Advertising

44 East 23rd Street - New York

Telephone, Gramercy, six-two-seven

used. One of the ads in the series lists uses and gives definite recipes for the preparation of these things from cranberries: Cranberry jelly, cranberry meringue pie, cranberry sauce, stewed cranberry sauce, strained cranberry sauce, cranberry butter and cranberry sauce roll. To make the advertisement appear even more attractive to housewives and others whose attention would naturally be attracted by the recipes, illustrations are given of the various products just as they look when ready for serving. It might be stated that the recipes are those of a famous culinary expert who was especially engaged

to prepare them. But while all these various uses for cranberries are being given, it is to cranberry jelly that particular attention is being paid, as was stated above. Cranberry jelly, it is declared, requires but half the amount of sugar needed for the preparation of many other jellies and, for this reason, it is felt that the use of cranberries in this manner will appeal particularly to thrifty housewives. One of the cranberry jelly ads reads like this: "Eat more Cranberries. Eight pounds of cranberries and two and a half pounds of sugar make ten tumblers of delicious jelly. No jelly is more economical, more delicate and delicious, or more beautiful in color and clearness than cranberry jelly. Prudent housekeepers should secure cranberries for this purpose now while and are in the best condition to recipe.

To get this old-time-habit breaking advertising to the consumer the Exchange is using magazines and newspapers. Women's magazines are being used especially heavily and a number of color pages have been prepared for insertion in them. No definite time for the conclusion of the campaign has been set, it being the intention of the Exchange to continue the advertising as long as the season lasts.

Of course to reap the full benefit of this advertising a close

tie-up with the dealers is necessary. It is not sufficient to merely advertise cranberries, it is necessary to advertise a certain kind of Consequently cranberries. brand name-Eatmore Cranberries which was adopted by the Exchange some time ago, appears at the head of each ad and figures largely in the copy. In addition each ad carries this phrase: "Always specify 'Eatmore' Cranberries, a selection of the choicest cultivated varieties." The dealers informed through letters. circulars and booklets of the extent of the campaign, the points being emphasized and the times the ads appear. In addition the dealers are informed that " red, white and blue label of the Exchange, bearing the 'Eatmore' trade-mark, is a guaranty that the package to which it is attached contains cranberries of superior quality." Dealers are also shown how to display the goods attractively and are supplied with recipes to furnish customers.

The Exchange, it might be stated, is a co-operative organiza-The money for this advertising campaign has been secured through an assessment levied upon the members who, while not including all growers of the fruit, still comprise most of the leaders. It might also be stated that before the formation of the Exchange to control distribution and direct advertising that no national attempt had ever been made to create an artificial demand for cranberries-that is, to create any demand other than that created by the age-old habit and custom of serving cranberry sauce with the turkey at Thanksgiving. And in this connection it is interesting to know that the general manager of the Exchange in his annual report said: "With an adequate amount of advertising an artificial demand can be created sufficient to consume the largest possible crop." This is especially interesting because, before the advent of any national cranberry advertising, the growers experienced a number of bad years when the crop was heavy and the demand slight.

Aim High in Dealer Distribution!

Jackson Cautions Manufacturers on Tying Up to Undesirable Retailers and Advertising Them as "Quality Merchants"

By Frank H. Williams

JACKSON glanced up from the newspaper advertisement he was reading in which all the local dealers for a standard automobile tire were listed.

"Do you know," he said, "I'd be ashamed to print the names of some of these dealers if I were running this tire company!"

"What's that?" I exclaimed in surprise. "You say you'd be ashamed to print their names? Now why in the world would you feel that way about it?"

feel that way about it?"
"Well," returned Jackson, "look
this list over carefully and then tell me if you wouldn't feel the same way about it. Here, for instance, is a man who is an undertaker in a storeroom right next to the place where he handles these tires and a miscellaneous stock of cheap cigars, penny candies and odds and ends of junk that make the place look like a curiosity shop. Wouldn't you be rather ashamed to have your tires, which you advertise as being a little higher priced than the rest because they are so much better than the rest, sold by a combination un-dertaker and junk dealer? Don't you think that such a dealer would give a decidedly bad tone to your product in that particular locality, and that the general uncleanliness and disorder of the store room where the product is sold would drive people away instead of making them want to buy your tires?"

"Come to think about it," I said, "that's just about right. I imagine that any big car owners who might be anxious to get my tires would steer clear of a disreputable looking tire store and, possibly, even purchase some other tires rather than trade with an establishment that is run down at the heels and cheap looking."

"This question of dealer representation coloring the character of the goods dealt in," continued Jackson, "is a big matter, and yet I doubt if its importance is fully realized by manufacturers who are seeking only for the maximum number of distribution channels, and who like to boast in their national advertising of having anywhere from 25,000 to 50,000 dealers handling their product.

THE INFERENCE IS THE GOODS
MUST BE POOR

"Now let's look at this list of dealers again. Just in an off-hand inspection of the list like this I can pick out seven or eight undesirables who, unless I am entirely wrong in my supposition, will give something of a black eye to these tires in their immediate vicinity. One of them is a man with a decidedly poor reputation for square dealing. I'd wager that no one familiar with his reputation would buy these tires from him and that, furthermore, part of the dealer's reputation would lap over onto the tires, making folks who know the dealer think there must be something wrong with the tires just because he is handling them. As a consequence a lot of trade is killed and, innocently, the manufacturer himself in for questionings and wonderings if his tires are really any good at all, in that particular locality.

"Here, too, is a new dealer who has only recently gone into the tire and automobile accessory business. I sure am surprised at his nerve. You know him—he's the guy who buncoed a lot of local people on a bum tire factory stock proposition. Another case of the tires being smeared with the dealer's ill repute!"

"And here," I added, as a familiar name in the list caught my eye, "is the biggest and best tire dealer in the city! His reputation is the very best, his store is clean and up-to-date, his service is the

Use COLOR for Run-of-Paper Advertising In Maclean's Magazine

The use of Color on run-of-paper advertisements in Canada's greatest advertising medium, MACLEAN'S MAGAZINE, will make your Canadian campaigns still more effective and profitable.

The demand for Color Work has been so persistent during the past year that we have made plans which will enable us to accept two-color advertising for 1920 on schedules for 3, 6, 12, or 24 insertions of full pages-700 lines.

And you can use Color advertisements

Twice A Month Beginning February 1st, 1920

After that date MACLEAN'S MAGAZINE will be published on the 1st and 15th of each month. All this means greater timeliness, maximum service, and more powerful advertising.

The type page remains the same size—93 x 121/2 inches. Upon request we will supply necessary information regarding run-of-paper advertising in color.

Color Advertising

Write for open dates on cover advertising in 3 and 4 colors, process inks, in MACLEAN'S MAGAZINE for 1920. This information should be in your files for ready reference.

Make your reservations now for 1920 color advertising

The Maclean Publishing Company, Limited Toronto, Canada 183 University Avenue

Member Audit Bureau of Circulations

VADA'S NATIONAL MAGAZINE

SALES and SERVICE

- A branch office has been opened in Cleveland, in the Hickox Building, in charge of Mr. Samuel Bravo, secretary of the Cosmopolitan Club, comprising all of the leading publications of Cleveland and vicinity.
- A branch office has been opened in Boston, in the Little Building, in charge of Mr. William H. Putnam, formerly advertising manager of the New York Herald.
- Our four offices now cover the largest immigrant buying centers in America.
- Our Chicago office in the Peoples Gas Building was the first one organized in pursuance of the policy of daily personal contact with publications, dealers and buyers. We shall extend this system to every large immigrant center in this country in order that our clients may have the best possible advertising and merchandising service.

American Association of Foreign Language Newspapers

Incorporated

NEW YORK
Woolworth Bidg.
Frances A. Kellor
President
Adolph B. Landau
Sales Manager
CHICAGO

Peoples Gas Bldg.
Frank D. Gardner
Vice-President
and
Chicago Manager

BOSTON
Little Bldg.
William H. Putnam
Vice-President
and
Boston Manager
CLEVELAND
Hickox Building
Samuel Bravo
Vice-President
and
Cleveland Manager

snappiest in this section—he'll more than make up for any illchosen dealers the company may have hooked up with in this ter-

ritory.'

"He will not!" declared Jackson, emphatically. "He will do just about the business in these tires that he should do and everyone dealing with him will be perfectly satisfied, but his reputation, his service and his courtesy will not pull up the business done by these poor dealers to the point where it should be. The good dealers in this list will undoubtedly do all they should do, but the point is just here-this tire company, by its association with these poor dealers, is creating sore spots among the city's autoists and is actually hurting its business in this city instead of bettering it, to my mind. There's no telling when one of these ill-chosen dealers will pull some stunt that will cause a considerable stink and, not only further injure the tire company's local reputation, but also cost it a lot of business."

"But what's the remedy?" I ked. "Everybody's doing it. Most manufacturers are seeking the most extensive distribution possible and, of course, the more dealers the more extensive the distribution. In small localities it is not always possible for a product to secure dealers who, for instance, will handle only automobile goods, or groceries and allied products, as the case may be. Rather than not have any distribution in such a locality the manufacturer has to take what he can get and what he takes, I'll admit, is not always of the best. What's the answer?"

"The answer is simply this: Aim high!" declared Jackson. "Aim high and you'll not think of putting your product for distribution in the cheap, shoddy places. Aim high and be content with nothing but the best and you'll get the best! That, at any rate, is my idea on the mat-

"So many concerns conduct their business with high ideals

Amos Burhans,

Waterloo, Ia., Purebred Live Stock Sales Service—says:-

"I work considerably with the County Agent. I find him closer to the farmers, the up-to-date business farmers, than any other man in the county.

These County Agents, because of their splendid all around training, have a great influence as representatives of farmers and purebred livestock breeders.

Practically every County Agent I come in touch with realizes and appreciates the work that American Farming is doing and gives it his endorsement.

The favorable mention by the County Agent of a meritorious advertised article, is the last and clinching argument for advertisers in American Farmins."

"The Farm Paper With a Mission"

American Farming

DUANE W. GAYLORD, Publisher Joseph C. Hyatt, Adv. Mgr.

Chicago

Paul W. and Guy F. Minnick, Eastn. Reps., 303 5th Ave., N. Y.

The One and Only Paper in Great Britain

that guarantees its net paid sales, and guarantees the advertising carried is

London Opinion

The effect of this policy has been to create a goodwill amongst its readers that renders the return to advertisers out of all proportion to the circulation.

London Opinion

is the greatest mail order puller in Great Britain.

If you are interested, write me,

Advertising Managér

LONDON OPINION 67 and 68 Chandos St. Strand, London, W.C. 2 in all departments except that of distribution. Their product is the best that men, machinery and money can turn out; their advertising is forceful and prestige-building; their personnel is splendid; their service and attitude toward dealers and users is the best in the world and yet, without the slightest apparent hesitation, they'll hook up with any old second-rate dealer or dingy failure who can scrape up enough money to buy a small stock of goods and open a store in some gloomy spot.

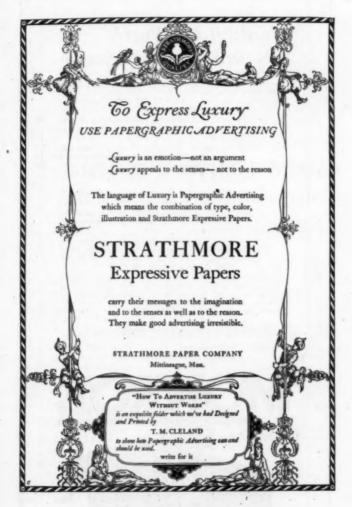
"Just because the dealer can pay for the goods the manufacturer hands over his good will, his reputation and his hard-won prestige to the keeping of some individual who has no good will, little reputation and no prestige of his own. Is that good busi-

ness?"

"Your contention then is," I suggested, "that it is better to curtail distribution rather than to hook up with dealers who are not top notchers?"

GO SLOW, RATHER THAN GO WRONG

"Say, I'm no advocate of curtailed distribution-I'm in favor of the widest possible distribution under the best possible circumstances all the time!" Jack-son exploded. "You forget my slogan—Aim high! Let's take this concrete case of this Wearever tire company again for example. Here, where the company lists Jones, whose reputation is so unsavory, as a dealer, is a mighty good section of the city. As you know there are several auto accessory dealers there. One of them, Smith, has a big, prosperous, well-kept es-tablishment. He handles a rival line of tires. Undoubtedly the salesman of the Wearever company tried to induce Smith to handle Wearever tires. Smith refused, so the salesman, who had to make a showing, placed them with Jones, who managed to scrape up enough money to get by the Wearever company's credit man on the deal. Now if the salesman had been a real



Would it be Worth 16½ cents a day to you—

to be able to get out statistical reports, rates, estimates, discounts, costs, payrolls, bills, percentages, etc., in a fraction of the time it takes by any other method? Isn't it worth that almost negligble cost—

- -to know that every figure—every step of your calculation is CHECKED and PROVED as you go along?
- —to be able to multiply, divide, add and subtract on the ONE machine by the simple and direct operation of turning the crank—forward for addition and multiplication and backward for subtraction and division?
- -to know that no reciprocals, complements or set rules are necessary in figuring any problem?
- —to be able to have ANYONE in your office (no experienced operator necessary) figure your discounts and net costs?
- —to know that you can bridge the gap from the problem to the answer without mental effort and without teuching a pencil to paper, excepting to jot down the answer?

These are facts about the Monroe that we will gladly demonstrate without obligation in your office on your work, and prove to your entire satisfaction how the Monroe can assume the entire burden of your figure work. Ask for "Book of Facts."

Monroe Calculating Machine Co.

Woolworth Building New York City

Offices in Principal Cities



live wire and if he'd been backed up by the proper business insight and helpfulness by the Wearever's sales department, he'd never placed his tires with Jones but would have eventually convinced Smith that he should, by all means, handle Wearever tires.

"As it is, now that Smith has seen little one-horse Jones handling Wearever tires, it is inevitable that he will consider them as much second-raters as Jones himself and it is extremely doubtful whether Smith could ever be induced to handle them. Through being placed with Jones the status of Wearever tires in that locality is fixed, permanently, and, believe me, it is fixed on a mighty low

plane. "The same thing holds true of almost all the other poor dealers in this list and, I believe, holds true in the majority of all cases where products are handled by poor dealers. Wherever there is enough business to call for the distribution of a product, there is one best dealer. And, as I've said, he is the man I'd pick to distribute my goods if I wanted a dealer and I wouldn't place my product with any no-account just because I couldn't land the best man at once. I'd convince the best dealer that, because my product was like himself the best there is, the two of us should do business together."

"Well, aiming high is all right," I objected, "but in the meantime the other fellows are getting the distribution."

SUCCESS BREEDS SUCCESS IN GETTING
GOOD DEALERS

"That's where you're wrong!"
Jackson exclaimed. "You
wouldn't have to go very far to
find a lot of products that are
handled by only the very best
dealers in a city—products that
the cheap, poorly equipped,
rather shoddy merchants with
more or less bad reputations
couldn't touch with a ten-foot
pole. These products have always been handled by the very



More than
Half-a-Million
Dollars'- worth
Advertising Space

"PUNCH"

(next year)

Las been sold at this date (August 19th, 1919). Fully Ninely per cent, of this apace is booked for old advertisers, most of whom have used "PUNCH" for years.

I can think of no more potent or briefer argument to prove to American advertisers of high-class goods and service who wish to do business with Britons at home and abroad and who do not use "PUNCH" that they should. Why waste words?

There is still much space available for 1920.

ROY V. SOMERVILLE
Advertisement Manager, "Punch,"
10 Bouverie Street
London, Eng.

August, 1919.



He certainly knows a lot about getting results from direct mail advertising.

That's one reason why MAILBAG'S readers go over the publication so carefully. Advertisers report exceptional results.

Anyone dealing in the graphic art, has a real sales opportunity in the Mailbag.

Let me tell you why.

Representing: Cleal Hygiene Tolking Machine Journal Mail Bag. Conant Aivertising

345 Puopine Gas Duilding Chicago, III. Harrison 1938.



Taters and Corn—Wisconsin farmers are known as the nation's potato and corn producers. Their farm products now bring \$204,000,000 annually.

Blanket this rich territory (or any part of it) with the 30 leading daily newspapers. Only one order and one payment necessary.

H. H. BLISS, Secretary
Wisconsin Daily League,

Janesville, Wisconsin

best dealers and haven't progressed, like so many other products, from bad to better and finally to good dealers. Consequently their prestige is of the very highest and the use of their product seems to confer a sort of added refinement and character to the user. Because of this, too, they are able to get higher prices than other manufacturers in similar lines.

"And they get the distribution, too, because it is an inherent trait in human nature to want the best to be had no matter what it is. That's the real, fundamental reason why I believe so firmly in getting the best dealers for a product. Once you have convinced the buying public that your product is absolutely the best there is then the public is going to fall over itself trying to buy your goods. If the public thinks your product is just mediocre, that it is not worthy of distribution by the high-class dealers, why then-to my mind-unless there are extraordinary circumstances making an exceptional demand for the product, sales will languish because you will be in direct competition with goods that really aren't as high grade as your own but which are put in the same class by the public because both are handled by the same third-rate dealer. Aim high! That's a mighty good slogan for a man or for a business!"

"Is it your slogan?" I asked.
"Sure!" Jackson replied, as he took from his pocket a beautiful catalogue of an extra expensive twelve-cylinder automobile and began looking through it carefully.

I looked at Jackson in surprise. Did he really have sufficient money to think of spending such a large amount on a pleasure car? Or was he merely aiming high? Well, at any rate I've got to admit that, merely because of his perusal of this catalogue, I looked at him with added interest and—respect!



Since that "first impression" is largely influenced by the cover, even before the contents of the booklet are seen, the great value of the substantial, DIGNIFIED cloth binding is unquestionable.

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of m There are equally sound reasons why your advertising booklet or catalogue should be bound in Interlaken Book Cloth.

Many evidences of the efficiency and economy of the cloth covers for the sales literature of varied lines of business are cited in our cloth-bound booklet, "Getting Your Booklet Across."

Just say, "Send me a copy."

INTERLAKEN MILLS PROVIDENCE, R. L.

Interlaken
Book Cloth standard
Book Cloth standard



Selling in Winter is Selling in Summer

The advertising agency which places a Sporting Goods Account is instinctively an advocate of preparedness.

It sells the dealer in November so that the dealer can sell the sportsman in May.

The copy staff of such an agency must know-not imagine-the product which it is advertising.

The members of this agency can ride, hunt, fish and camp; they know what the sportsman wants and needs; they can talk to him straight from the shoulder in the red-blooded sportsmanlike manner that *makes* him understand.

Having advertised and merchandised several of the greatest sporting goods successes we would like to confer with some manufacturer in this line.

We would like to show him how we do it.

THE CLIFFORD BLEYER CO. ADVERTISING

20 EAST JACKSON BOULEVARD CHICAGO

Advertising That Educates—A Builder of Consumer Confidence

Never in History Has Consumer Confidence in the Trade-Mark and the Manufacturer Behind It Been so Vital to Business Stability

By Irwin L. Rosenberg

Advertising Manager, Thomas E. Wilson & Company, Chicago

CAN the present-day manufacturer get by if he merely makes a good mouse-trap, or a good mout? Yes—to a certain degree, but never will he become a dominating factor in his particular line. If he makes watches he cannot merely talk about the quality of the springs or the advantages of thus and so. He must go a step further if he wants to gain the right kind of public confidence, and make people feel that he knows more about "watchology" than anyone else in the field.

Confidence in the manufacturer means confidence in his commodity, yet there are a great many manufacturers who overlook the importance of consumer confidence in their product. Granted that advertising is one of the most potent forces we have to inspire confidence, we must appreciate that the power of the printed page is more or less limited in this respect. Institutional advertising, which was heretofore looked upon by many as a wasteful fad for which money was needlessly spent to please the vanity of the "powers that be," is now considered an important link in the selling programme of a growing number of manufacturers of more or less national prominence.

By comparing the advertisements to-day with advertisements of only a few years ago one will quickly perceive the growing popularity of the institutional idea.

People who used to criticize the advertisements of a well-known shoe manufacturer who has been using the same style of copy, year after year, featuring the life of the founder of the business from the time he was a cobbler pegging shoes at a bench, to the present

large factory, are beginning to see the subtle strength of the big institutional idea behind the advertising policy. In these uncertain times greater stress is being laid upon the stability of the manufacturer than ever before. The consumer is paying a good price for everything he buys. He is not only buying more and more trademarked merchandise, but he wants to know who and what is behind the trade-mark. When he is compelled to pay more money for an article that for years has had a standard price, he wants to feel that he is paying more money because the manufacturer wants to maintain a permanent high standard of quality, and is not merely following in the wake of advancing prices to inflate his profits.

THE SIGNATURE CONSIDERED A
PERSONAL GUARANTEE

For a time every Wilson & Co. advertisement was signed by Thos. E. Wilson. They were considered as direct messages to the buying public that a personality as well as a large institution was behind every statement that was made. Now, even the written guaranty which is placed upon every Wilson Certified Brand Food product bears Mr. Wilson's signature instead of the trademark which was formerly used. The public is bound to have confidence in an article bearing the personal guaranty and signature of the head of a large institution whose personal reputation is as world-wide as the organization bearing his name.

And yet institutional advertising has its limitations. Let us take the large department stores, for instance. The whole fabric of their merchandising policy is built

upon the confidence of their customers. Most of this has been developed through personal service, for progressive department stores are always on the look-out for ways and means to give additional service to their customers. These little attentions, which make shopping more pleasant and convenient, naturally strengthen the ties of good will and confidence, which are extremely difficult for competi-

tors to break.

Can the manufacturer of nationally advertised products carry out the same idea? Can he win the same consumer's confidence that the department stores enjoy? This is a subject which every manufacturer of trade-marked merchandise must seriously consider, for the confidence of the consumer is a vital part of the certain amount of progress is steadily being mode end, but the surface has hardly been scratched when we consider the possibilities before us that are now lying dormant. The first and most important step in almost every manufacturer's merchandising programme has been to win the dealer's confidence. The right kind of business paper advertisements, dealer helps, conventions, schools, well-written training house-organs, and personal contact have done much to help foster the "family idea" between the manufacturer and his dealers.

ADVERTISING TAKES THE PLACE OF PERSONAL ACQUAINTANCE

Most manufacturers appreciating the importance of dealer cooperation supply various "dealer helps" to assist the retailer in selling more merchandise. But how many manufacturers supply "consumer helps" to the users of their "Helps" that will commodity? show the consumer how to make better use of the product, make it wear longer by using it properly, or how to get more enjoyment from its use. This step in winning consumer confidence is an important one and worthy of more than ordinary consideration. The manufacturer of a nation-

ally known trade-marked commodity can rightfully claim the users of the article as his customers, for he is the one who is ultimately responsible that the customer be satisfied. Yet if he does not foster the good will and confidence of the consumer it will be an easy matter for the retailer, if he should feel so inclined, to influence the customer to purchase some other brand of merchandise. Then how is the manufacturer going to hold the ultimate consumer as his customer? How is he going to make his relations more amicable so that the purchaser feels that he (the manufacturer) has a conscientious interest in having his product give satisfactory results

Unlike the retailer, the average manufacturer who has not his own retail stores has not the advantage of personal contact with the consumer. One large manufacturer of safety razors has a corps of field workers who cover the country, spending a week in a town merely to show men who have already purchased the article

how to use it properly. A growing number of manufacturers are beginning to realize the vital importance of consumer confidence, and consequently a great deal more stress is being laid upon this important factor in merchandising. But in many lines the field is practically untouched. manufacturers are doing notable work in educating users how to get the most mileage out of their tires. Packers of food products during the time that food conservation was the watchword of the day, spent millions of dollars showing the housewife how to buy and cook food wisely and economically. Manufacturers of toilet preparations by giving per-tinent information on beauty culture sell a great many preparations for which there would be little demand. One in particular receives thousands of letters from all over the country asking advice from women bent upon being more comely. Will not a woman have confidence in the manufac-turer's product if she takes the

Boys' Rights in Democracy

By HERBERT HUNGERFORD,

Editor of The Boys' Magazine

The Boys Magazine

THE BOYS OWN JOURNAL

of DEMCCRACY

To pursue the policy indicated in our sub-title, "The Boys' Own Journal of Democracy," it must be a journal for boys as well as of boys and by boys. It must be not only an exponent of democracy for boys but also an advocate of boy's rights in democracy.

We are not content to merely reach and hold our readers'

interests, we are promoting and in every possible way serving their interests. When we have set forth ideals and principles of democracy in our fiction, fact and feature, we do not stop there. We know that reading, in order to become a lasting influence upon a boy's life, must inspire

action or be translated into deeds. Therefore, in our Boys' Own Advisory Editorial Councils, our Squarefellows Republic, our Prize Winning Contributors' Clubs and similar organized efforts, we afford our fellows proper channels for practising the principles of democracy that we are constantly advocating.

In my working and playing with boys—my great hobby for more than twenty years—I have picked up some pretty definite notions of boys' rights. In this small space I cannot explain or describe them in detail. But I am going to name a few of these rights, believing that they may arouse some curiosity even in those casually concerned with boys, while those who are really interested in this big vital

problem of training boys for democracy, will, I trust, write to me and give me the opportunity of going into greater details about this matter of what boys' rights are and how our Boys' Magazine is helping to obtain them.

I might term the following the five fundamental rights of



The Right of Being a Boy.

The Right of Self-determination.

The Right of Making Mistakes.

The Right of Self-governing Organizations.

The Right of Man Guidance.

Address Herbert Hungerford, Editor The Boys' Magazine, 23 East 26th St., New York City.



Publishing Office: SMETHPORT, PENNSYLVANIA

Eastern Advertising Office: THERON R. LYLE, Advt. Mgr., 23 East 26th St., New York City. Western Advertising Office: COLE & FREER, Mgrs., Peoples Gas Bldg., Chicago.

TOILET PREPARATIONS—

How to Sell Them to New York

When the leading manufacturers of toilet preparations select a certain medium for an important part of their advertising campaign—there is a reason.

When these same leaders have used or contracted to use this medium for periods of five to eighteen years—this is proof of results.

The Surface Cars of New York City is a form of advertising that enables the manufacturer of a toilet preparation to put his messages before the most people in the most desirable territory and to keep those selling messages working for the longest time at the least cost.

In marketing a toilet preparation the manufacturer should keep in mind that he is selling not only a necessity, but also an impression.

It is important to surround his advertising with an atmosphere of color. This he can do in a surface car card in a way that will reach his most desirable trade without undue waste of circulation.

We have a plan, not only to sell the consumer, but also the dealer on a good toilet preparation. Write for it.

New York City Car Advertising Co.

(The Surface Cars)

225 Fifth Avenue

Tel. Mudison Square 4680

JESSE WINBURN, President

"Study the Cards-We Have a Standard"

trouble of asking his advice about a subject which is a most delicate and important one in her heart?

Phonograph manufacturers are teaching people better to appreciate music, and some of the most interesting facts about famous operas, singers and composers can be found in their literature. Thos. E. Wilson & Co. publish a library on athletics wherein the sportsman can find a book of authoritative information on any sport. These books, which are sold at cost, not only help promote athletics, but make the consumer feel that an organization that can give authoritative information about a sport must surely know how to properly manufacture the necessary equipment to play the game effectively.

Page after page could be written about the promotional effort being made by far-seeing manufacturers to drill into the minds of the public the institutional idea—to bring their organizations out of the commonplace and demonstrate to the people that good merchandise is quality plus conscientious effort to attain ideals worthy

of public confidence.

And while institutional advertising is a good start toward gaining consumer confidence and explaining these ideals to the public, it should not be expected to carry the burden alone. With the right kind of "consumer helps" or "accessory propaganda" or any other term you might wish to call it, the manufacturer can throw a new light upon his products and his institution, a light that will illuminate the way to a better understanding with the consumer and inspire a sense of confidence in the institution and the product that neither the turmoil of war nor the stress of uncertain times can ever waver.

Canadian Newspapers Merged

The News-Record, a daily newspaper of Kitchener, Ontario, has been amalgamated with the Ontario Journal, a weekly publication of the same city. Both papers will be continued under their present names, the merger being made, it is reported, to offset increasing publishing costs.

Keeping Up With The Times

First came May with a gain in net paid daily circulation of 501 over April.

Then came June, with an additional gain of

1,868.

Next, July, with an increase over June of 5.605.

And, finally, August, which overtopped the Iuly figures by 1,308.

That is the circulation history of The Times in the summer months—a total gain of 9,282 in a period when newspaper circulations customarily decline.

Washington Times

San Francisco, Cal. Sept. 20, 1919.

PRINTERS' INK: New York City.

Gentlemene

We should like to be put in touch with an advertising writer who reasonably fills our requirements. Their importance is not necessarily in order of arrangement given below.

We are a Pacific Coast Retail Organization, operating stores in several cities. Our prospective writer can, therefore, figure on residing in or near San Francisco.

He should be able to write good merchandising copy. The manner in which Swift, Standard Oil, etc., are presenting their organizations to the public can be equaled, and in some respects improved on, in our business—if we find the right man. House publications, advice and direction on the many routine advertising problems form a proportionately important part of his work.

He should be qualified by experience to assist in moulding advertising policies and to furnish the mental stimulus all advertising needs to keep out of the rut. From a personal standpoint, we prefer a man of about 35 or 40 years of age. In his first letter he should freely give all particulars as his confidence will be honorably observed.

Address: T. C., Box 63, care of Printers' Ink.

Ten Dollar Subscription Rate for a House-Organ

The Sweets Company of America Puts a Heavy Valuation on Its "Every-Now-and-Then" Publication—Thus It Gets a Hearing in Quarters Where It Wan's to Be Heard

THE bane of the house-organ editor's existence is his "list." He wants to give the publication away to the people who should have it, but he never knows quite where to draw the line.

Some concerns put out organs of a general character and send them to the dealer or the branch manager, at so much per hundred. They cost real money. This is to prevent careless distribution.

On the fly leaf of "The Sales Roller," issued by The Sweets Company of America, there appears this significant line: "Mailed to any address in U. S. A. or Canada for Ten Dollars Yearly, Payable in Advance." The "Sales Roller" is not a monthly. It promises to appear only "every now and then."

Its editor is the man at the helm of the concern, Samuel E. Williams. The editor writes pretty nearly everything in the magazine, dictates what pictures should be used, and makes up the mailing list. He is a busy sales and general manager—recently made president of the concern, too—but he has time to foster the house-organ.

Every copy of the house-organ is accounted for. It is a sizable publication, printed in three colors throughout, on coated stock. Its purpose is to acquaint the jobber and the retailer with what The Sweets Company is doing to popularize Tootsie Rolls.

Mr. Williams has made "The Sales Roller" a constructive power in the candy business. His editorials are read by jobbers, not alone those who sell candy and Tootsie Rolls, but by jobbers in general.

For once, a house-organ has at-

The Essence of Automobile & Auto Accessory Advertising

Wasted, useless effort eliminated from your Advertising Campaign

We own and control the interior advertising privileges in all of the best Daylight garages throughout the United States.

In planning your coming Campaign don't overlook this method.

Poster Advertising in Garages Talks to the People YOU WANT TO REACH



Write for particulars

Garage Advertising Company
1338 Race Street, Cor. Broad, Philadelphia, Pa.

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DIXON'S" ELDORADO" me



"Neither lender nor borrower be",-hold fast to your ELDO-RADO. But have you found your

DIXONS DORAL

The master drawing pencil"

-the pencil that makes your fingers feel fit and puts a pleasant pep in your pencil work?

Our pencilogue "Finding your Pencil" tells you how to find it: a free copy to everyone who wants to ease and quicken his pencil work. Write for it today, together with free fulllength samples, telling us what work you do and your dealer's name.

And in 17 LEADS

Joseph Dixon brucible boy Pencil Dept. 150-J Jersey City. N.J.

There's a Dixon-quality Pencil, Crayon and Eraser for every purpose.

tempted a big business issue. Read this:

Why is a Jobber? Hardly a day goes by just now that doesn't bring a request from some jobber or body of jobbers, for protection. They claim that tobacco dealers and other jobbers who heretofore have not been handling candy are making serious inroads upon their retailers. They also claim that these so-called new jobbers can afford to sell candy for less money than they, the confectionery jobbers, can. In fact, they claim that the new jobbers do actually undersell them 8 or 10 per cent, and that these new jobbers are apparently making money on the business they are taking away from the legitimate candy jobber.

Thus, you see, a big issue is discussed and one that should not be read indiscriminately by any old person who might want to be put on the subscription list. But read something more of this dis-cussion of the jobbers' status:

That's the situation. Our old, tried and true friend, the candy jobber, is practically admitting that his competition will eat him up, is eating him up, and that he is powerless to help himself. The other fellow says: "Give me the goods, check in advance, or ten days or on your own terms and I'll sell rings around your jobbers, make more money than I ever dreamed of before, live in a country home, drive a Rolls Royce, etc."

Now what are our old friends and we going to do about it? Personally, our sympathies are with our old jobing friends. But we realize that a candy jobber can't exist on Tootsie Rolls alone, and while we believe he is entitled to protection, protection alone is not going to save him. There is something the matter with his business somewhere. The mere name Jobber is descriptive. It means one who distributes large quantities of merchandise in small quantities to retailers at a much less profit that the retailer is supposed small quantities to retailers at a much less profit that the retailer is supposed to make on the article that the jobber sells him.

sells him.

When a man or a concern gets it into his head that he wants to make a retailer's profit then, whether he likes it or not, the Law of Compensation is going to make that man or concern a retailer and some other man or concern is going to take his place and perform the functions of a Jobber.

If you want to be a Jobber you must organize your business, so that you can do business on a jobbing basis, otherwise your competitor is going to take your business away from you—protection or no protection.

The jobber is a fusser from first to last. He always has been, and more than one house-organ has been edited to stroke his fur

the right way. The "Sales Roller" goes into the matter with gloves

on, candidly, fearlessly.

A three-sheet insert is carried, printed in color, reproducing the current advertising of the firm and, almost on every throughout each issue, the Tootsie Roll trade-mark figure, "Candy plays his good humored Jim" part.

Although the paper teaches a great many business lessons, it is first and last an optimist, brimming over with merriment and sugar-coating its messages. editor can inject genuine salesmanship into it because he is a graduate of the highways and byways of the sample case. He has come in direct contact with the audience to whom he directs his copy. If more house-organ editors had this equipment of experience, there might be a lower death

rate among their publications.

In the meanwhile, if you are not a jobber, handling Tootsie Rolls or thinking of handling them, you can just dip into your pocket for ten dollars for a year's subscrip-

Ten Commandments of Finance

In an article appearing in "Business," the house-organ of the Burroughs Adding Machine Company, Prof. Charles W. Gerstenberg, Director Department of Finance, New York University, gives ten rules to be followed by those who would be successful in retail storekeeping. Here they are, and it may be remarked that they are applicable to wholesalers and manufacturers, as well

as to the retailer:

1. Don't engage in a new business until you have made a careful, unprejudiced estimate of its capital requirements and of its chances of making

money.

2. Don't try to raise money until you have demonstrated your ability to use it.

3. Take all available means for acquiring all the capital you and your business can profitably use.

4. Don't engage in unprofitable side

5. Don't count your profits until you've repaired your capital.
6. Keep your property on the firing

line.
7. Keep enough cash on hand to meet emergencies and to seize opportunities.
8. Don't be penny wise and pound

9. Watch your investment eternally. 10. Know when to quit.



We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company "Chicago's Leading Printers" 610 Federal Street, Chicago



No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No wrapping of TYING necessary. Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company 4433 Osden Avenue 516 Fifth Avenue

CHICAGO

NEW YORK



Would you allow \$1.00 to stand between you and advancement?

THE SALES MANAGER

Monthly

will help you advance.

In every large institution THE SALES MANAGER-Monthly will be found on the desks of "Sales Managers"—the men who know the value of a magazine devoted to increased efficiency in selling.

PIN this advertisement and a DOLLAR BILL to your letterhead and take advantage of our five months' trial offer.

BETTER SELLING
means BETTER PAY

William Edward Ross Service 150 NASSAU ST. NEW YORK, N. Y.

WANTED

Young man for space buying department

Apply by mail only

Blackman-Ross Company

95 Madison Ave. New York

England's Recovery After the Napoleonic Wars

Burden of Debt Seemed Unbearable and Yet the Country Survived and Progressed—A Lesson for the Present Day

E NGLAND'S recovery and industrial expansion following the Napoleonic Wars furnish an object lesson that may well be recalled in connection with the present situation. It is very difficult, of course, to institute a comparison between conditions obtaining a century ago and those of to-day. The applications of steam and electricity in industry, and other transformations and developments in the equipment for supplying goods and services make ours an industrial age markedly different from that of 1815. Nevertheless, without pressing the analogy unduly, it is possible to find interesting and suggestive similarities between conditions and problems in Great Britain in the two periods. England took part in a series of

wars that continued, with brief interruptions, from 1793 to 1815. The population of Great Britain in 1816 was about 20,000,000. The wealth of the United Kingdom at that time was not more than \$12,-500,000,000, and the national income was not more than \$1,500,-000,000. Nevertheless, the country had incurred an aggregate debt of \$4,475,000,000, the annual interest charge on which was \$165,000,000. Thus, approximately eleven per cent of the national income was paid in support of the debt. At the same time, the total annual expenditure of the Government was more than twenty-five per cent of the national income.

It is interesting to note that the estimate of the ratio between debt service and national income for the present afterwar period is almost identical with that just cited. The ratio between the total expendi-

⁽An extract from "The Solvency of the Allies." by Charles H. Sabin, president of the Guaranty Trust Company of New York.)

Have You Discovered This Market?

The Philippine Islands offer a field four times as great in potential sales as Cubs. Yet American Manufacturers have barely scratched the surface.

12 Million Consumers Eager For American Goods

In 1918 the Philippine Islands exported native products to the amount of \$135,060,000. The same year \$100,000,000 worth of American goods were imported. This represents 60% of the total. There is no reason why this percentage should not be much higher, for American products are in great demand.

Philippines Quickly Adopting American Standards

American ideas and principles are supreme in the Islands. Illiteracy is fast disappearing under a public school system which has been proclaimed by leading educators to be the best in the world. American habits and standards are being adopted on every side. With this progress goes hand in hand an ever-increasing demand for American goods.

"Made in the U.S.A." a Supreme Mark of Quality to the Natives

The Filipino's open admiration for everything American makes him an ideal prospect for American products. Why not take advantage of a market that is already "sold" on your goods?

The Entering Wedge to This Field

The Philippine Review is the leading magazine of the Islands, and as such offers you the key to trade expansion. It reaches the prospects you must sell first—the better educated classes, who set the pace. The rest follow.

We can now offer advertisers the advantages of a rotogravure section in addition to black and white stage.

We Can Give You The Facts

The Caldwell Burnet Corporation

112 W. 42nd Street

Representing

New York City

The Philippine Review

MANILA

PHILIPPINE ISLANDS



FASHIONILLUSTRATIONS

This studio has for years illustrated the advertising of certain Fifth Avenue establishments. We are now prepared to extend our clientele and can supply suitable drawings for other retailers and manufacturers of women's and children's apparel.

FITZWATER STUDIO 118 E. 28th St., New York tures in the coming budget and the national income is 21 per cent, or somewhat less than the estimated ratio in 1816.

Moreover, heavy taxation during the Napoleonic Wars had borne much the greater part of the British Government expenditures. Taxes yielded \$9,732,000,000 and loans \$2,189,700,000.

In spite of the heavy expenditures, the wealth of Great Britain increased year by year during the wars. The steam engine was brought into general use, and spinning mills in the cotton and woolen trades underwent great development. The output of coal and iron rose rapidly. Both internal and foreign trade multiplied. Exports, which in 1811 were valued at \$155,712,000, were valued at \$248,166,000 in 1815.

During the Napoleonic wars there had been issued a great volume of paper currency, and prices rose to great heights. After 1797, when the Bank of England suspended cash payments, the country's circulating media consisted entirely of paper money.

Shortly after the signing of the peace treaty there was a great slump in prices, and the years 1816 and 1817 were marked by a considerable business depression. Poor crops in England contributed much to this result, and another cause seems to have been a misjudgment of the after-war Continental demand for English manufactures, and a consequent speculation in commodities at prices which proved disastrous to English traders. Whether the Continent's inability to offer goods in exchange outweighed the influence of English tariff restrictions aimed at the Continent, it is impossible to say. In either event the result was the same. The Continent had need of English goods but was not prepared under the handicaps existing to pay for them.

But in 1818, despite the temporary setback, British industry and commerce made noticeable gains. By 1820 a period of rapid industrial growth had begun. What had seemed an unbearable burden of debt in 1815 was borne with comparative ease.

You Don't Think of Newspapers in Number's But in Volume of Power.

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IF ONE NEWSPAPER COVERS A FIELD IN WHICH MANY PUBLICATIONS CIRCULATE THAT NEWSPAPER IS THE ONE TO SELECT

JUST SUCH A NEWSPAPER IS

The South Bend Tribune

Standing As It Does As the Leader in Quality Circulation, Larger Distribution and Forty-Five Years of Prestige in

Northern Indiana and Southern Michigan

The Only Newspaper Published in South Bend, Indiana Whose Circulation Is Vouched for by the A. B. C.

Dealings Direct With the Agency and the Advertiser

Not the Largest Newspaper Published But in the Better Class

A REAL HELP-IN AKRON



CHAS. H. EDDY CO.

NEW YORK CHICAGO BOSTON Foreign advertising representatives

AKRON, OHIO-"The City of Opportunity"

RINTERS'

JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY, Publishers.

Oppice: 185 Madison Avenue, New York City. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. Romer. Vice-President, R. W. Lawrence. Treasurer, DAVID MARCUS,

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: I Beacon Street, Boston, Julius Mathews, Manager.

Atlanta Office: Candler Bldg., Gso. M. Кони, Manager. St. Louis Office: Post Dispatch Building, A. D. McKinney, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. Denne. Manager.

Parls Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar. Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line, Minimum order \$2.50.

JOHN IRVING ROMER, Editor FREDERICK C. KENDALL, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROV DICKINSON, ASSOCIATE Editor R. W. PALMER, News Editor

C. P. Russell Frank H. Williams Helen A. Ballard S. E. Kiser Chicago: G. A. Nichols London: Thomas Russell

NEW YORK, OCTOBER 2, 1919

Advertising A well - known manufacturer informs us that 70 Sales Chaos per cent of his entire output is sold in the form of raw material to manufacturing concerns in other fields. The other 30 per cent goes to the retail trade in the shape of finished products that are trade-marked and advertised.

It costs this man 5 per cent and sometimes less to sell the unfinished goods, or in other words, to sell 70 per cent of his business. To dispose of the remaining 30 per cent costs him 20 per cent.

To make these figures more graphic, let us assume that his annual sales are a million dollars, though actually they are much larger. Of this bulk, \$700,000 is sold to manufacturers and \$300,-000 to retailers. To pile up the first figure, costs him only \$35,000, but to sell the \$300,000 worth of finished products taxes him to the extent of \$60,000. Not only that, but his manufacturing costs, his overhead and other incidental expenses are considerably higher on the trade-marked merchandise.

Why then does this manufacturer bother with the finished goods? Wouldn't it be more profitable for him to stop catering to consumers and to devote all his attention to serving other fabrica-tors? Not at all. Despite the evidence to the contrary that has been adduced, the more costly end of his business is by far the more desirable, not only from the standpoint of profit, but also of permanency.

The trouble with those 70 per cent sales is that the manufacturer cannot control them. It is purely a price business. Price alone swings those sales, and a difference of a fraction of a cent may lose that \$700,000 worth of business over night. Furthermore, the volume of these sales is definitely fixed. There is little that the manufacturer can do to

increase them.

The finished product sales, on the other hand, are capable of almost unlimited expansion. manufacturer, through his trademark and his advertising, can control this business. It is his absolutely. It is not won on the price argument, but on the basis of the merit of the product, which the advertising is making known to more and more people all the time

While it is true that the selling cost of this branch of the business is at present too high, this difficulty will disappear as sales expand. And sales will expand gradually and surely, as the advertising wins new customers, develops new uses and explores latent markets.

Could there be any better illustration of the difference between the old and the new business and how advertising has brought the change about, than is furnished us in the experiences of this one manufacturer?

A prominent Value of manufacturer, Competitive who happens to Advertising be the only worth while advertiser in his industry, not long ago declared that he would like to see a number of competing advertisers de-

veloped in his field.

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He says that being the only advertiser in an important industry may give a manufacturer considerable prestige, but that this is more than offset by a number of disadvantages. "When only one house in a line advertises," he stated, "it is made the mark of all the knockers in the business. As a result one of its hardest jobs is to justify its advertising to the trade."

This condition usually disappears as soon as several houses in a field enter the advertising Advertising then becomes the accepted thing in that trade. It is no longer necessary to explain it or to make any apologies for it. In fact after that the nonadvertiser is the fellow who has

to do the explaining.

'To look upon rival advertisers only as a source of increased competition is short-sighted policy," so believes this manufac-turer. It is true that a single advertiser in an industry may enormously increase his own sales. but he often does this at the expense of his competitors. What he gains, they lose. Where the industry is a very large one, the lone advertiser is generally not able to develop the field intensively, such as by creating new uses and in other ways increasing the per capita consumption of the product. It usually takes several advertisers to accomplish much in the way of intensive development in a new field or in one that has not been fully cultivated. The more they advertise the quicker the maximum market is established and the more business there is for all.

For an example take the flood of pipeless furnace advertising that is now appearing. There is a veritable epidemic of it. The pipeless furnace is comparatively a new thing. The idea has to be sold to the public. One advertiser could undoubtedly do a large business in these furnaces. But it is obvious that several companies all talking the pipeless can sell this method of heating much quicker and more thoroughly than if only one concern were advertising it. It is but another version of the old, old principle that in union there is strength.

Advertising Advertising can to Equalize perform a real service right now Demand if it can sell the people into a willingness to use less expensive things.

They poked a lot of fun at J. Odgen Armour a few weeks ago because of his disinclination to buy shoes at present high prices. But Mr. Armour was right. It is not a question of his being able to afford the shoes. He can buy two pairs or perhaps even three and not overdraw his bank ac count. It is not a question of being able to afford a thing. Some people are making so much more money these days that they probably can afford to pay higher prices. And the worst part of it all is many of them are rather proud of their ability to get the better things even at fancy prices. Recently a man who had paid \$150 for a suit of clothes and \$16 for a pair of shoes remarked that "good things surely come high these days but we must have

People seem to think they must have the best in things to wear and in things to eat. If a cow could be made up altogether of prime rib roast and if a lamb could be nothing but choice chops, the food retailer's problem would not be so difficult and he would be subjected to less criticism

them."

John T. Russell, owner of several Chicago meat markets, has

become wealthy through educating his customers to buy the lower priced meats. If pork is high one week Mr. Russell reverses the general order of things in advertising and conducts a determined campaign against pork. "Do not buy pork now, he advises. "It is too high. Buy lamb."

One week when beef prices were performing fancy elevated stunts Mr. Russell made a big drive on chuck roasts. He showed plainly the difference in price and

plainly the difference in price and offered to give special directions as to the cooking of the cheaper meat. His customers, to use his expression, simply fell all over themselves to buy the lower

priced meat.

The manufacturer or jobber who wants to do something worth while to help the retailer solve his present day problem can well afford to do some constructive thinking along the direction of how to divert demand to the items the retailer wishes to sell. If the retailer can guide the demand into this channel or that instead of himself being controlled by custom, then it stands to reason he is going to make a more satisfactory profit through elimination of waste and a lessening of selling cost.

The same reasoning applies to almost any other kind of merchandise. If Mr. Armour could be induced to buy the lower priced shoes he probably would buy more pairs. He might find in lower priced socks, underwear and shirts items that would suit him just as well as those he buys

now,

Advertising and clever merchandising methods undoubtedly could change the buying habits of Mr. Armour and others in this important particular. The average retailer is too much inclined to let his customers have their own unimpeded way when it comes to buying. This is why they have to lie awake at night and worry over the possible outcome of their fight to keep down prices. Of course it is not necessary to say in a business publica-

tion like Printers' Ink that the average retailer strives harder to keep down prices than to put them up. The lower prices are the easier his selling is accomplished. He can sell his goods quicker and at less expense.

If the dealer can guide his customers in their buying, he is going to be left with less dead stock and will be able to sell all his goods at a closer margin. Advertising helps to do this.

Advertising and the New Order had a surprisingly large percentage of the letters which he now receives, soliciting his business, start out by saying something like this, "Since we are rapidly getting back to pre-war conditions, let us resume the pleasant relations that

we formerly had with your house."
The writers of these letters are deluding themselves. We are not getting back to the conditions that existed before the war and the chances are we never will. Nineteen hundred and fourteen and its ways and methods are as dead as though they existed a hundred

years ago.

The war shoved the race ahead several generations. It has embarked us in a number of social and economic experiments that now render the 1914 manner of doing things obsolete. Some of these experiments will turn out well; others are destined to fail.

But regardless of the fate of these widespread innovations, we must recognize that things have changed. Sales and advertising plans, predicated on the assumption that the old order still exists,

are likely to miss fire.

Advertising can be adapted to suit any conditions. It can lubricate the involved distributing machinery of 1919 just as well as it expedited the distributing machinery that existed five years ago. The only thing that we must keep in mind is that the machinery of to-day is not the same as that of five years ago. Thinking the thoughts of 1914 is not the way to sell goods in 1919.



H. E. SUMMERS

Mr. Summers has been chosen a member of this organization because of his unusually fine experience and ability in all that pertains to the preparation of high class commercial art work.

The name he made for himself as an independent artist secured for him the Art Directorship of the largest printing plant in Chicago. The pioneer art service of that city next made him their Art Director. An executive position in a large New York agency then brought him here.

It is particularly gratifying for us to announce Mr. Summers as another exponent of the intensive service these studios render you.



LOUIS C. PEDLAR, Inc.

Counsel in Art

95 Madison Avenue, New York City

DRY GOODS

MERCHANTS TRADE JOURNAL Has a larger proven paid circulation among rated dry goods, department and general stores than any other dry-goods paper. Ask for A.B.C. statement and sample copy.

Des Moines Indianapolis Chicago

New York

FURNITURE

MERCHANTS TRADE JOURNAL Has a larger preven paid circulation among rated furniture merchants than any other furniture publication. Ask for A.B.C. statement and sample copy.

Des Moines Chicago Indianapolis

MERCHANTS NATIONAL HARDWARE JOURNAL

An unusually good buy. Ask us the reason why, and also ask for sample conv.

Chicago

Des Moines Indianapolis

New York

New York



American Loose Leaf Mfg. Co.

SOLE MAKERS

CHICAGO

113 N. Green St.

Good territory open for ou

New Agency Established

An advertising agency, to be known as Betting-Thompson, Inc., has been established in St. Paul, Minn. The new organization was formed by William J. Betting, who was for many years secretary and sales manager of The Randall Company, St. Paul, and Howard M. Thompson, formerly vice-president and advertising counsel of the Buckbee-Mears Co., also of St. Paul.

Langdon Joins the Lalley Corporation

F. M. Langdon, who was at one time assistant advertising manager of the Cadillac Motor Car Company, Detroit, and who has recently been discharged as a lieutenant of the motor transport corps of the army, has become a member of the advertising staff of the Lalley Electro-Lighting Corporation Pletroits Corporation, Detroit.

Bowers Places Vitanola Copy

Thomas M. Bowers Advertising Agency, Chicago, has sent orders to newspapers for the Consolidated Utilities Corporation, Chicago. This agency is also handling the account of the Vitanola Talking Machine Co., Chicago, for which account advertising is appearing in national magazines and metropolitican newspapers. metropolitan newspapers.

If you are these things

-a good copy man; with ideas and the ability to put them into words and suggest illustration treatment

-an experienced man; with possibly, but not necessarily an assistant advertising manager's experience

-an executive type; and can handle and oversee detail and execution-

we would like to talk with you with the idea of you joining permanently our agency staff.

Say it in a letter.

Address-M. A. Box 62, care of Printers' lnk

F. Kammann, Jr., in Adver-tising Service

Frederic Kammann, Jr., who has been in charge of the advertising service department of the Bureau of Engraving, Inc., Minneapolis, will devote his entire attention to the business of the Kammann Advertising Service, of Minneapolis, an organization which has been conducted by Maurice Kammann,

f

a brother. Carleton A. Kammann, another brother, who has been conducting an advertising service in Sioux City, is also with the Kammann Advertising Service, of Minneapolis.

Harry P. Harper, formerly of the Cramer-Krasselt Company, Inc., advertising agency, of Miwaukee, has succeeded Frederic Kammann, Jr., as head of the advertising service department of the Bureau of Engraving, Inc. Inc.

THE ARKENBERG-MACHEN-DOWD CO. Advertising Agents

TOLEDO

CHICAGO

NEW YORK

Read by the buyers of space, agencies, advertising managers, business men and publishers-the ideal medium for intensively cultivating the growing field west of the Rockies is

The only advertising journal published in a territory of 10 million people. Rich in its possibilities for the development of new advertising accounts. Rates on application. A live, up-to-the-minute, handsomely printed, monthly magazine you'll like to see and read. Sample copies free.

RAMSEY OPPENHEIM CO., Publishers, SAN FRANCISCO



155 NORTH CLARK STREET **CHICAGO**

Rate cards and information now being mailed. Please write us if you have not received yours.

The Little Schoolmaster's Classroom

THE problem of competent help is hardly less pressing now than it was during the war. In order to obtain the right sort of employees, a San Francisco store recently did the natural and obvious thing. It advertised for them; only it advertised in a new and original way. It inserted a "display-classified ad" in the Sunday

Imagine the most foundful store in all Americal reviews would be displayed and sale, under perfect storing conditions, and in the happine fixed of on-viewment, the free chromastic contains bust, forest and best appreciated by Sen Francisco Indian Wouldn't your just leve to work there, too?

Wouldn't your just leve to work there, too?

Well— perhaps, you can. Are you—

And the fixed 'view and result of the 'view and 'vi

A NEW WAY OF ADVERTISING TO GET THE RIGHT SORT OF EMPLOYEES

papers, but instead of running it in the usual classified section, it placed the advertisement in regular display space in the society

"Not only did we secure hundreds of letters," says a note from the store, "from just the high type of employee we hoped for, but we 'sold the store' to people to a very gratifying extent, and made past and present customers bigger boosters than ever by 'cementing satisfaction after the sale.' It caused every vacancy but two to be filled (and we got applications for those two jobs, too). And it made present employees feel

more satisfied and contented with their jobs."

A literary friend of the Schoolmaster was giving vent to an eloquent dithyramb on the subject of the Woolworth tower.

"It is a symbol of man's unsatisfied aspirations," he wrote. "Of man's sky-piercing ambitions, of

his craving for a looming monument that shall outlast his own feeble body, of his efforts to project his imagination into heights to which his physical powers will not carry him."

Disavowing any intention to start an argument, the Schoolmaster averred that it was a symbol of none of these things. The Schoolmaster is not familiar with the facts in the case, but he believes that Mr. Woolworth ordered that tower constructed as an advertising proposition pure and simple. Mr. Woolworth was a man of great imagination but he was also an immensely practical merchandiser, and it seems more than likely that he figured the building would be worth many millions of dollars to his business-which it is. It has made the Wool-

worth name known in two hemispheres. The average vistor to New York carries away a memory of perhaps two things. One may be noise, crowds, a theatrical performance, tight shoes, or what not. But the other is almost certain to be the Woolworth tower. It is the world's greatest outdoor sign.

In any direct-by-mail campaign the mailing list is of the greatest importance. Real up-to-theminute lists of carefully selected prospects classified as to occupation and buying power are always valuable and salable. The Schoolmaster last week heard of a man who selected his with the utmost

140

Housing Demand Increasing

The past few months have seen the greatest increase in building permits issued of any period in the history of the United States and yet the demand for homes is increasing faster than they can be built.

BUILDING AGE

is pre-eminently the *class* publication in the field of moderate cost building construction. It is read by architects and designing builders and your advertising message in it will reach an absolutely known buying power.

\$78,784 PER YEAR

is the average amount of business done by our Building Contractor subscribers. We'll be glad to tell you just what their purchases are in any particular line of material or equipment.

BUILDING AGE

243 West 39th Street
Affiliated Publications in the Building Field

THE AMERICAN ARCHITECT

METAL WORKER, PLUMBER & STEAM FITTER
ALL MEMBERS A. B. C.

COLLINS-KIRK

That our clients may be personally served in a manner insuring maximum results, is considered the first duty of this agency.

MERCHANDISED ADVERTISING McCORMICK BLDG., CHICAGO, U. S. A.

To Secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc. ADVERTISE IN

EL COMERCIO

Established 1875

The Oldest Export Trade Journal in the weeld.

Circulation Audited by A. B. C.

Sample Copy, Circular, Rates and full particulars upon request.

J. Shepherd Clark Co.

BURNET L. CLARK, President & Mgr. 114 Liberty St., New York City

ZEEN-YAH, O-HI-O

XENIA, Ohio. The Evening Gazette & Morning Republican are Members of the Audit Bureau of Circulations—the Moral sense of Newspaperdom.





husiness conditions with these convenient pocket data sheets. Ask for the bulletin and literature sent free. THE RICHEY DATA SERVICE

1975 483 Meridian Life Bidg., Indianogalia, U. S. A.

care and skill in these Sahara-like

He was an advertising man who had wished upon him the job of getting funds for a new tennis clubhouse in a suburban town, and he worked out a good series of follow-up letters and post-cards. His return home after an evening of direct personal solicitation as a further follow-up reminded his wife forcibly of the days before July 1 and she expostulated.

"It's this tennis club campaign," he said, "almost every house offered me the keys to the cellar and I had to be at least sociable."

"Do you mean to tell me that every one of these club members has a supply in his cellar—there must be some who really believe in prohibition."

"Of course, there are a few," said friend husband, "but those are the ones on my selected mailing list."

In reading a copy of Publishers' Weekly recently the Schoolmaster was reminded of the tremendous importance to advertisers of getting the enthusiasm of retail sales people, and the wonderful possibilities for sales due to individual enthusiasm.

The item which brought this idea so forcibly to mind runs as follows:

"Miss Black of the Atlantic Monthly Press tells of an interesting experience the company has just had in connection with the rapidly expanding sale for 'An American Idyll, the Life of Carleton H. Parker.' Mr. James Crowder, who represents the Press in the Middle West, asked that a copy of the book be mailed to a certain salesman at Kroch's Michigan Avenue bookstore in Chicago, who would find in it the kind of thing he was enthusiastic about.

"Mr. Crowder's judgment proved right, for soon the orders

"GIBBONS Knows CANADA"

began to be turned in and the enthusiastic salesman made the boast that he could find ten customers a day for that book and has day after day made good on the boast. Up-to-date over 400 copies of the 'American Idyll' have been sent to Kroch's in a short period."

If one salesman can be instrumental in selling more than 400 copies of a book of this nature, the market for which is supposedly very limited, what could not be expected from the general enthusiasm of salesmen and saleswomen in general for any popular advertised product? It certainly seems to the Schoolmaster that it is distinctly worth while for every firm making merchandise that sells through retail stores to make a strong bid for the enthusiasm of retail sales folks. It is all right to lay back on national or even local advertising, and let it create "demand," but the advertiser who successfully works up enthusiasm for his product in every way possible among retail sales people is certainly going to win a volume of sales that will make "consumer demand" look like piker business! It is an extremely difficult job, this business of stimulating enthusiasm on the part of retail sales people, but the Schoolmaster believes it will more than repay the effort.

Why does a man try to be

George Seton Thompson Co. Planning Copy & Art | Advertising | Booklets Circulars | Printing | SERVICE | Catalogs | House Organs

Mailing | DEKVILE | House Organs 122 West Polk Street, Chicago Wabash 7316

Checking Up On Dealers

Are you getting full returns in use of advertising helps, electros, etc., that you turnish to dealers? Press ellipping service will help you find out. National or sactional fields covered.

CENTRAL PRESS CLIPPING SERVICE Suite 1100 K. of P. Bidg., Indianapolis, Ind

10,000 BUILDING MATERIAL DEALERS

are reached by a new magazine whose first issue was published without a name. See page 152, Printers Ink, July 31.

Concrete-Cement Age Pub. Co. New Telegraph Bldg. Detroit, Mich.

Office Appliances

The one journal which covers the field of office equipment

Two hundred sixty manufacturers making use of every issue. Send ten cents for sample copy. The government requests that we do not send it free.

417 So. Dearborn St., Chicago

BUILDINGS

and BUILDING MANAGEMENT reaches the owners and managers of effice buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

City Hall Square Building, Chicago

BUILDING SUPPLY NEWS

Recognized in the Building Field as "The Dealers' Own Paper" 610 Federal St. Chicago

MICHIGAN BUSINESS FARMING Michigans Greatest Farm Weeklyf 80,000 PARMISS 45¢EFFE 45¢EFFE

Michigan has 210,000 farms and over 175,000 farm owners GEO.M. Slokum Pub. Nt. Clomens, Mich.

Mail Order

Sometimes we find the success secret where others have failed. We will be pleased to tell you if we believe we can put you on the road to mail-order runcests. Big profits awaiting you by runcest. Big profits awaiting you by Richards Call, write, phone. NEW Todance. Call, write, phone. NEW Todance. To West 21 West 21

SCOTT & SCOTT

LOS ANGELES EVENING HERALD CIRCULATION 127,773

DAILY

FIRST IN EVERYTHING

Member A. B. C.

Agencies and Advertisers Let us place your CLASSIFIED ADS

Straight Rates: No fee charged Send for Booklet

ACME ADVERTISING AGENCY 3rd Nat. Bank Bldg. Atlanta, Ga.

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3%x6% in \$8.00
Each additional thousand 2.50
1000 4-page Folders, 4x9 in.... 10.00
Each additional thousand 3.50
1000 4-page Folders, 6x9 in... 13.00
Each additional thousand 4.50
FREE—our large package of samples

ERNEST A. FANTUS CO., Printers 525 So. Dearborn St., Chicago

COMMISSION TO ADVERTISING AGENCIES

CLASSIFIED ADVERTISING

We handle all details of placing and checking. Our 46-page Catalogue, "Papers That Pay." free upon re-

ANKRUM ADVERTISING AGENCY
Largest Classified Agency in the U. S.
20 W. Jackson Word. Chicago, Ill.

We represent

OUR connections in the colleges have been established with the view of giving to our college paper advertisers the most efficient mer-chandising service that possibly can be decised. Manufacturers seeking student trade will find it to their advantage to

Collegiate Special Advertising Agency Incorporated

503 Fifth Avenue Established 1913

funny in advertising for a job? A glance at the "Situations Wanted" column of many periodicals reveals the fact that there are almost invariably a few advertisements couched in some such fantastic terms as the following:

"For Rent-A Dome Full of

Ideas.

"My Middle Name is Pep." "Talk Quick if You Want to Hire a Polished Brain."

"I'm a Producer, Not a Cigar-

ette Champion."

Of course, such copy efforts indicate a desire to get away from hackneved and stilted expressions and as such are commendable. But such attempts to depart from the usual sometimes go to the other extreme and give the effect of a strained sort of useless wit. This is to be guarded against.

It seems to the Schoolmaster that a man ought to be more careful about the wording of a situation-wanted ad than any other form of copy. If he is out of a position at the time, his very bread and butter depends upon the effect of his appeal upon employers who have positions open. They are very apt to size up the advertiser's character and qualities by the manner in which he expresses himself.

Advertisers who seek a position must remember that employers do not hire a man merely because he is out of a job. They engage him only when they are convinced they need him. It is the advertiser's business, therefore, to present his wares, under which are included his experience, his training, his industry, his education and personal qualities, so attractively and to make his selfselling talk so effective as to gain the favorable attention of employers and induce them to reply to his appeal.

It is a question if facetiousness and needlessly slangy phrases are helpful in accomplishing this.

W. P. Hair, after two years of service in the army, has been appointed advertising manager of the Petroleum Publishing Company, Chicago.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED—A young, active and ambitious man to solicit advertising for a textile journal in New York and vicinity. First-class opportunity for the right man. Address, with experience and references, AA, Printers' Ink, 1 Beacon St. Boston, Mass.

The largest organization in the country specializing in technical advertising seeks an experienced technical copywriter who must also be experienced in the supervision of art work and engraving. State full details and salary requirements. Box 776, Printers' Ink.

Men of Force and Character Can Cash Is on unique opportunity. Experience in selling syndicated ad-service—newspaper, direct-by-mail, billboard, street-car—essential. Largest manufacturer offers exclusive territory to those who qualify. Our distributors make over fifteen thousand per year. Address Merchants' Service, Dept. 1341 Diversey Pkwy., Chicago.

WANTED Experienced Commercial artist for designing and letter work. Permanent position and good salary to right man.

Excellent opportunity for advancement. Send samples with application—same will be returned insured.

Balto.-Md. Engraving Co. 28 S. Charles Street, Balto., Md.

MISCELLANEOUS

Twelve Dollars a year brings to your desk fifty new ads a month on any subject taken from papers of United States and Canada. Press Clipping Association, Buffalo, N. Y.

DOSTAGE. The magazine that tells how to transpared to tells how to transpared to tell how to transpared to tell how to transpared to the house of the tell how to tell how the house of the

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders' Products
Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.

Ninety-six Beekman St. New York City

POSITIONS WANTED

HIGH-CLASS FIGURE ARTIST with long advertising experience. Fine colorist; works in all mediums; also penand-ink. Desires position. Box 782, care of Printers' Ink. Secretary and Assistant to production manager N. Y. agency desires change to advg. department national house or other agency. Capable, energetic, young man—20. Box 779, Printers' Ink.

Man, 32 years of age, wishes to associate with established electrical house as salesman of lighting fixtures and appliances, in wholesale or retail territory. Thorough knowledge of electrical selling with ten years' experience. Box 780, Printers' Ink.

My Specialty Is I DEAS hooked up to eye-catching layouts drawn well enough for direct presentation. Also furnish copy. Will New York advertising agency or newspaper advertising service production department needing a REAL idea-layout-copy man who can produce record of national campaign and other successes, get in touch with Box 777, Printers' Ink?

Advertising Assistant

Can you use an ambitious, energetic woman in your Advertising Department? Have initiative and ideas and can think clearly. Have had seven years' business experience, three years' experience in sales promotion work. Box 784, Printers' Ink.

OPPORTUNITY WANTED

by married man, student of advertising and salesmanship, 3 years' experience as traveling salesman, practical printer, past 7 years business manager of jobprinting concern in the Middle West. Will go anywhere. Desires position in advertising department of business concern, newspaper or in service department of printing concern. Or anything equally as good that you can offer. Alexander Hamilton Institute says: "Your solutions to the problems in advertising, salesmanship and sales-management srehandled in a very thorough manner and show you understand the principles of same. There is little for us to criticize." Box 781, Printers' Ink.

Get This Man While the Getting's Good

If you could secure the services of a thoroughly seasoned, level-headed advertising man of proven advertising and business ability, would you consider placing him in charge of your advertising? We know of such a man whom we'd like to see placed in a position where he can have a broader scope for his work, more gongenial working conditions and perhaps increased compensation.

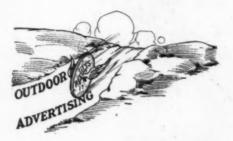
Your inquiry will be treated confidentially. Box 778, Printers' Ink.

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Gathering Impetus when Outdoor Advertising is a part of the Sales Plan



CHICAGO Thos. Cisack (O. NEW YORK

IT WAS A HOT AUGUST

The Chicago Tribune

WITHE WORLD'S GREATEST NEWSPAPER



printed more classified (want advertising) than all other Chicago papers combined;

and more publishers' advertising than all other Chicago papers combined;

and almost twice as much advertising of advertising agencies as a l l other Chicago papers combined;

and about three times as much office equipment advertising as all other Chicago papers combined.

Advertising Agents, Publishers, and the People of Chicago (Who, of Course, Place the Great Bulk of Want Advertising) Should Be Splendid Judges of the Relative Merits of Chicago Newspapers. The Unanimity with Which They Choose The Chicago Tribune Is Significant.